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Page 23

Sound Increasing Morning Hours
Page 23

Uniform Ratings May Be Near
Page 25

Sports & Fearns Buckeye Bucks
Page 26

BROADCASTING
Page 69

21ST Newsweekly Radio and year

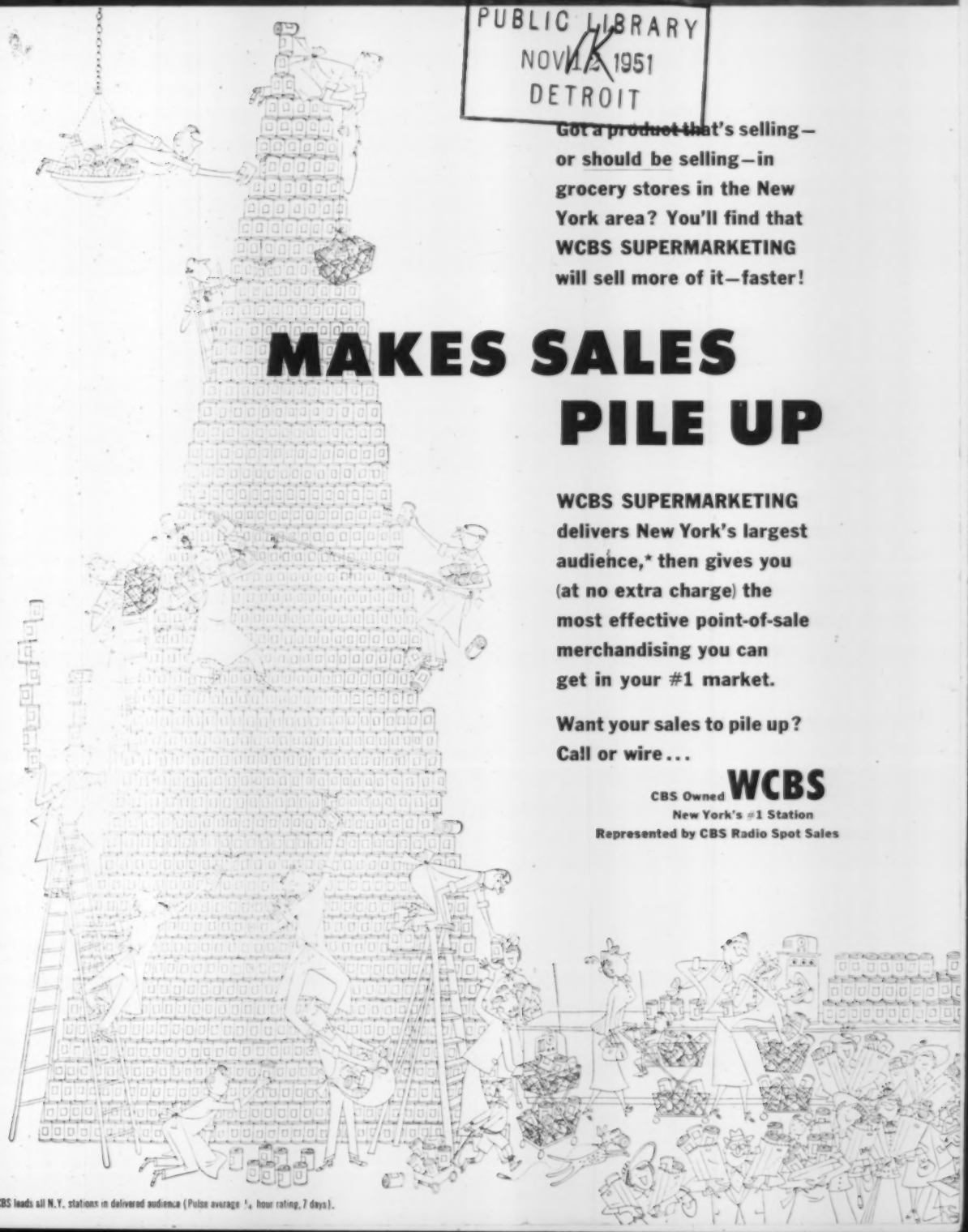
Got a product that's selling—or should be selling—in grocery stores in the New York area? You'll find that WCBS SUPERMARKETING will sell more of it—faster!

MAKES SALES PILE UP

WCBS SUPERMARKETING delivers New York's largest audience,* then gives you (at no extra charge) the most effective point-of-sale merchandising you can get in your #1 market.

Want your sales to pile up? Call or wire...

CBS Owned WCBS
New York's #1 Station
Represented by CBS Radio Spot Sales



* WCBS leads all N.Y. stations in delivered audience (Pulse average ¼ hour rating, 7 days).

COFFEE CALL... Kentuckiana's only food merchandising show

3 Years entertaining and selling Kentuckiana

● **RATING...** No other morning radio program on any other Louisville station can top "Coffee Call's" rating.

● **AUDIENCE...** More than 63,000 people have watched "Coffee Call" since June, 1949.

● **MERCHANDISING...** Extensive store merchandising for "Coffee Call" advertisers by WHAS.

● **CONTESTS...** Audience participation for valuable prizes . . . monthly contests for listeners.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

NEIL D. CLINE, *Sales Director* • VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

STRIPADL*

* Still Top Runner In Providence All Day Long
Hooper - September 1951

Represented by The Headley-Reed Co.

Published every Monday, 53rd and 54th issues (Yearbook Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

133 NORTH TEXAS TELEVISION and SERVICE DEALERS

RATE KRLD-TV

(Channel 4, DALLAS)

The First Station IN NORTH TEXAS

KRLD-TV NOW TEXAS' MOST POWERFUL TELEVISION STATION

67.9% OF 196 DEALERS SAY KRLD-TV's PICTURE AND AUDIO BEST....

HERE'S WHAT THE MEN WHO SELL AND SERVICE THEM SAY..

A direct survey addressed to 750 Television Sales and Service Dealers in the North Texas Area produced a 33% return; analysis of which furnished an insight to TV station performance and coverage. Here's the breakdown of usable returns:

	KRLD-TV	STATION B	STATION C
FIRST:	133 or 67.9%	62 or 31.6%	1 or 0.5%
Combined FIRST and SECOND:	**KRLD-TV** 191 or 49.6%	135 or 35.1%	59 or 15.3%

this is why

KRLD-TV

is your best buy—

Owners and Operators of KRLD 50,000 Watts

The CBS Station for Dallas and Fort Worth

John W. Runyon
President

Clyde W. Rembert
Managing Director

The Branham Company
Exclusive Representatives

Channel 4

VIDEO 27,300 WATTS **AUDIO 13,600 WATTS**

TEXAS' MOST POWERFUL TELEVISION STATION.

Exclusive CBS Station for DALLAS-FORT WORTH

at deadline

CLOSED CIRCUIT

REPORTS circulating last week that NBC might abandon its new formula for determining affiliates' network rates — apparently springing partially from recent increases in network business and partially from protests of some affiliates—are categorically denied by NBC officialdom. It's true business is better, officials say, but this doesn't affect new rate formula. They're going ahead with job of negotiating with affiliates, station by station, for rate adjustments indicated by formula, and expect by affiliates' convention time (Nov. 28-Dec. 1) to have talked rates with "something less than half."

REVISED definition, shifting "metropolitan district" to larger "metropolitan area" subdivision in 1950 census, is causing consternation at FCC, particularly in connection with its multiple ownership rules (see CLOSED CIRCUIT Oct. 20). FCC staff now studying problem with view toward revising regulations pertaining to metropolitan area coverage. Case in point was FCC's approval of transfer of WOOK from Silver Spring, Washington, D. C. suburb, to nearby Rockville, Md., normally considered in metropolitan Washington, while at same time approving acquisition by same owner of WINX in midtown Washington. (See story page 105.)

VIEWERS at Friday swearing-in of Judge Justin Miller, NARTB chairman as Salary Board chairman didn't realize they might be looking at possible successor to Eric Johnston as Economic Stabilization Administrator. It's known Mr. Johnston is eager to get back to job as president of Motion Picture Assn.

EYEBROW-RAISER is mailing piece from agency in Minnesota promoting new syndicated give-away show not unlike bingo. Agency seeks to dispel any worries over legality by explaining that FCC rules against lotteries on air are tied up in court and therefore show "can . . . be used by broadcasters without contravening the Commission's rules, at least until such time as Supreme Court finally decides the pending cases." Piece neglects to mention that anti-lottery laws are contained in U. S. Criminal Code enforced by Dept. of Justice.

MILEAGE SEPARATION between TV stations on same VHF frequency may be as low as 165 miles transmitter-to-transmitter in order to take care of several hot spots, Commission has told hardworking allocations staff. In proposed rule, FCC set minimum co-channel separation of 180 miles city-to-city, 170 miles transmitter-to-transmitter. Acceptance of 165-mile policy means that FCC not only has agreed to five-mile reduction in minimum but virtually conceded that transmitter-to-transmitter spacing of TV stations is more realistic than 180-mile city-to-city minimums.

DISCLOSURE OF Anti-Trust Division's investigation of six newspaper feature syndicates

(Continued on page 6)

PERMIT FOR TV LINK WITH TORONTO GRANTED

GRANT for construction of U. S. end of first international TV link—between Buffalo and Toronto—issued to AT&T Long Lines Dept. last week by FCC, with start of service scheduled to coincide with opening of Toronto's first TV station in 1952. Plans call for addition of antennas to Bell System's Buffalo microwave station to beam TV programs 23 miles northwest to microwave station at Fonthill, Ont., from which they would be relayed 41 miles across western end of Lake Ontario to Toronto. Radio relay link between Toronto and Montreal now under construction by Bell Telephone Co. of Canada, with Montreal to be added to Canadian TV Network in 1953. Bell Telephone of Canada has five-year contract from Canadian Broadcasting Corp. to provide channel linking Buffalo to Toronto and Montreal.

SEEMAN, TONI ALTERNATE

SEEMAN BROTHERS Air-Wick (household deodorizer) will sponsor *Nora Drake* 2:30-45 p.m. on CBS Radio effective Nov. 19 on weekly schedule, alternating with Toni permanent. During first week and every other week Air-Wick will sponsor show on Monday, Wednesday and Friday. During other weeks, it will sponsor program Tuesday and Thursday. Products will be cross-plugged on each other's shows. Air-Wick will continue to sponsor its *Monday Morning Headlines* every Sunday evening for fifth consecutive year. Agency is William Weintraub Co., N. Y.

DuMONT SIGNS GRID GAMES

CONTRACTS for sponsorship of two "special" football games on DuMont TV Network announced by DuMont Friday. Larus & Bro. Co., Richmond (Holiday cigarettes), to sponsor Thanksgiving Day game between Detroit Lions and Green Bay Packers, starting at noon (EST), through Warwick & Legler, N. Y. Motorola Inc., Chicago (TV sets), to sponsor annual Shrine East-West Game Dec. 29 from San Francisco, through Ruthrauff & Ryan, Chicago.

BUSINESS BRIEFLY

JOHNSON BUYS MBS ● In what is understood to be a $2 million sale, S. C. Johnson and Son, Racine, Wis. (wax products), last week bought four news shows daily on 539 Mutual stations though Needham, Louis and Brorby, Chicago.

TEXAS SCHEDULE ● Monticello Drug Co., Jacksonville, Fla. (666 cold remedy), buying participation programs on six Texas stations for 20-week radio campaign. Agency: Charles W. Hoyt Inc., N. Y.

ANACIN SPOTS ● White Hall Pharmacal (Anacin), which had originally planned to wind up spot radio schedule at end of year, expected to renew series through March. Agency, John F. Murray, N. Y.

GE PREPARING ● General Electric Co., N. Y. (bulbs), preparing radio spot announcement campaign to run Nov. 14-20 and Dec. 3-31. Agency, BBDO, N. Y.

CHEER ADDING ● Procter & Gamble Co., Cincinnati, adding number of stations to its radio spot campaign for end-of-year schedule. Agency, Dancer-Fitzgerald-Sample, N. Y.

MAGAZINE REGIONAL ● *Reporter Magazine*, N.Y., placing spot radio series in Syracuse, Columbus and Rochester starting Nov. 16 through first of year. Agency, Frederick Clingon Adv., N. Y.

ABC COAST PICKUP ● Rosefield Packing Co., Alameda, Calif. (Skippy peanut butter), Dec. 10 starts *You Asked for It* on ABC-TV Network, Mon., 9-9:30 p.m. (EST), first ABC origination from Hollywood going east on microwave relay. Contract 52 weeks. Show packaged by Oxarart & Steffner, Hollywood. Agency, Guild, Bascom & Bonfigli, S. F.

WESTERN RENEWED ● Ranger Joe Inc., Chester, Pa. (Popped Wheat), renewed its children's western program, *Ranger Joe* (Sunday 12-12:15 p.m. EST), over ABC-TV for 52 weeks, effective Dec. 2. Agency, Lamb & Keen, Philadelphia.

MGM Talent Slated for New MBS Array

PLANS for Metro-Goldwyn-Mayer's provision of six hours of "star entertainment" for Mutual each week completed Friday, to assure what was called "the strongest array of evening shows in Mutual network's history."

Adding "more than 100 of Hollywood's biggest name stars to MBS' 1952 schedule," programs under MBS-MGM plan will start week of Dec. 31 instead of Nov. 19 as originally expected. MBS will reschedule 12 of its current programs around MGM shows, to provide "solid block of high-rating entertainment from 8-10 p.m., six nights a week."

Of MGM-produced shows, four half-hours from 8:30-9 p.m. Mondays, Tuesdays, Thursdays, and Fridays, and hour-long Saturday evening show will be offered for local sale by MBS affiliates. Other five shows will be offered for national sponsorships on "multi-message" basis comparable to NBC's "Tandem" plan and ABC's "Pyramid."

MGM programs and time segments:

Mondays—8-8:30 p.m., *Woman of the Year* with Bette Davis; 8:30-9 p.m., *Crime Does Not Pay.*
Tuesdays—8-8:30 p.m., *Black Museum* mystery, with Orson Welles; 8:30-9 p.m., *Story of Dr. Kildare*, with Lew Ayres and Lionel Barrymore.
Wednesdays—8-9 p.m., *MGM Musical Comedy Theatre of the Air.*
Thursdays—8-8:30 p.m., *Modern Adventures of Casanova*, with Errol Flynn; 8:30-9 p.m., *Gracie Fields Show.*
Fridays—8-8:30 p.m., *Adventures of Maisie*, with Ann Sothern; 8:30-9 p.m., *The Hardy Family*, with Mickey Rooney and Lewis Stone.
Saturdays—8:30-9:30 p.m., *MGM Theatre of the Air*, with guest stars.

Mutual President Frank White signed for MBS. Extensive on-the-air advertising and other promotion planned. Charles C. Moskowitz, MGM secretary-treasurer, signed for MGM.

for more AT DEADLINE turn page ➧

at deadline

'RADIATION' ORDER DELAYED FORTNIGHT

ISSUANCE of Executive Order putting into effect new radiation law (S-537) delayed at least fortnight pending study of broadcaster proposals designed to protect station operations in case of disaster or possible air attack. Broadcaster proposals now before National Security Resources Board in connection with redrafting of proposed draft considered at White House-broadcaster meeting Nov. 2 [B•T, Nov. 5].

Appointment of industry advisory committee to work with government in connection with disaster station shutdown procedure met favorable response from White House staff at Nov. 2 session and is being considered in writing of new draft. Half-dozen other proposals submitted to NARTB last week and relayed to NSRB. Revised Executive Order must clear number of interested civil and military agencies of government. Plan delegates power to prepare engineering plans of shutdown procedure to FCC.

REPORT EXPECTED SOON ON TALENT PAY BOOSTS

REPORT on control of talent salaries for overscale performers in radio, TV and other entertainment industries will be submitted in a week or 10 days to Salary Stabilization Board by three-man committee making special study for board. Committee held hearings Oct. 21-22 in New York at which industry and performer spokesmen testified [B•T, Oct. 29].

Currently SSB permits employers to follow practices of 1950, set out in May 14 letter from Joseph D. Cooper, acting executive secretary of SSB, to Richard P. Doherty, NARTB employe-employer relations director.

NARTB's position is that it is interested only in above-scale talent and feels pay for such talent should be handled in line with industry practice. Association suggested that any controls should follow lines of Cooper letter, with modifications. Supplemental statement of these views was signed by NARTB, NBC, ABC, CBS and MBS.

CBS-TV, CORNELL TEST

PILOT FILM to test possibilities of a CBS-TV tie-up with Cornell U. for production of educational and public service programs [CLOSED CIRCUIT, Oct. 8] will be undertaken shortly by network in cooperation with university, Sig Mickelson, CBS-TV director of news and public affairs, reported Friday. Subject of trial film not definitely set, but probably will deal with Cornell school of aeronautical engineering's research on achievement of speed and safety at same time.

SEES ELECTRONICS GROWTH

IF ELECTRONIC research advances at same rate in next ten years as it has in past decade, world will enter era "in which electronics will play as important a part in our daily lives as electricity does now," Dr. E. W. Engstrom, vice president in charge of RCA Labs. Division, said Friday. He spoke at dinner honoring employes of division who complete 25 years service during 1951, which also marked tenth anniversary of laying of cornerstone of laboratories at Princeton, now David Sarnoff Research Center.

In this Issue—

Affiliates Committee says networks ought to mind their own business and quit fussing with formulas that are upsetting radio's basic structure. *Page 23.*

Morning time sales in radio are booming, and TV morning periods are being opened to accommodate new business. *Page 23.*

How an Ohio hardware chain untangled itself from a warehouse full of garden hose. Read "Buckeye Bucks Come Easy When Cussins & Fearn Uses Radio." *Page 26.*

BROADCASTING • TELECASTING surveys the surveyors to see whether experts think that comparable media research is attainable and if so how. *Page 25.*

Harold Fellows writes advertising's obit. It's a joke, son, but it could be awfully serious. *Page 28.*

Are low paid, overworked continuity writers reducing radio's efficiency? See "The Writer's Lament." *Page 29.*

There's reason to predict that the FCC won't reserve as many channels for educational, non-commercial TV as it once thought it would. *Page 73.*

Wayne Coy says educators will have to act if they hope to sew up educational television channels. *Page 74.*

Big league baseball made more than 10% of its total 1950 revenue from sale of broadcasting rights. *Page 80.*

A federal judge orders KSFO San Francisco to air a political broadcast for a Communist candidate. *Page 34.*

General Foods is biggest buyer of network television. *Page 73.*

Protests over National Collegiate Athletic Assn.'s cold war against television lead to crack in the ice. Michigan-Notre Dame game telecast. *Page 74.*

Government puts clamp on machine tool deliveries, which can mean few new model changes in radio-TV receivers after February, 1952. *Page 32.*

The Signal Corps is working out ways to use high-speed facsimile, like Ultrafax, for military purposes. *Page 93.*

National Assn. of Radio News Directors begins annual convention today with a "how to do it" agenda. *Page 27.*

CBS Inc. makes a net income of $3.5 million on a gross of $119.7 million in first three quarters of 1951. *Page 27.*

Upcoming

Nov. 12-13: NARTB District 3 meeting, William Penn Hotel, Pittsburgh.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 14-16: RTMA industry conference, Conrad Hilton Hotel, Chicago.

Nov. 15-16: NARTB District 1 meeting, Hotel Somerset, Boston.

Nov. 16-18: American Women in Radio and Television, New York State Chapter annual conference, Ten Eyck Hotel, Albany N. Y.

(Other Upcomings, page 34)

Closed Circuit

(Continued from page 5)

may have interesting counterpart for radio-TV since it's pointed out that networks also are syndicates, providing exclusive service to affiliates. But it seems that legally, networks are protected because of so-called chain monopoly regulations invoked in 1944 over vigorous opposition of networks themselves.

ALTHOUGH Justice Dept. attorneys refused comment trade sources were watching with interest since radio-TV program and transcription syndicates follow practices somewhat similar to those of news syndicates. Executives of one news feature syndicate saw little cause for alarm. Said they received mimeographed subpoena, answered few questions and have heard nothing more although nearly seven weeks have elapsed.

ANTI-GAMBLING bills—one of which (S 1624) would prohibit interstate transmission or radio broadcast of gambling information of a sports event before it starts [B•T, Oct. 15] —earmarked for early study by Senate when Congress returns in January. Senate Majority Leader Ernest W. McFarland (D-Ariz.) gave that notice to Sen. Kefauver (D-Tenn.) before Congress adjourned last month.

FCC PONDERING precise set of limitations on horse race broadcasts. It is thinking of spelling out exactly what types of horse race information may not be transmitted because of tips that might be imparted to gamblers and bookies.

NBC AND AFFILIATES reportedly talking about cutting *Kukla, Fran and Ollie* programs to 15 minutes. Shows would remain in one or other segment of 7-7:30 p.m. EST time bracket, however.

IS THERE deliberate slow-down in FCC broadcast processing lines for budgetary propaganda purposes? FCC authorities insist that cut in appropriations by Congress has hampered operations. But outsiders in some quarters believe there's "sit down strike" in effort to get licensees to besiege Congress for additional FCC funds.

ACTIONS by Haraden Pratt, President's telecommunications adviser, will be closely watched on Capitol Hill in coming months. Dormant now—but still alive—is bill (S 1378) pending before Senate Interstate & Foreign Commerce Committee that would give FCC authority to assign frequencies for use of government-owned stations.

THEATRE TV HEARINGs now scheduled Feb. 25 at FCC, probably won't get underway until mid-summer at earliest. Preoccupation of FCC with full-scale TV allocations proceedings expected to force further postponements on FCC's own motion, if counsel do not seek it.

RADIO-TV ADVISOR to Rudolph Halley in his hard-fought campaign for New York City's second slot—President of City Council—was Morris Novik, radio consultant and part owner of WLIB New York.

THERE may be radio-TV angle to Senate Subcommittee on Privileges and Elections' hearings on contested Ohio Senatorial campaign involving Presidential aspirant Robert A. Taft (R-Ohio) and Ohio State Auditor Joe Ferguson, Democrat. Hearings tentatively set for Nov. 26 expected to reveal breakdown of radio-TV campaign expenditures and related media information in Ohio election last November.

for more AT DEADLINE see page 106

Dominance

in all three!

The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that *captures*, *holds*, and *builds* potent listenership. It makes this independent station a MAJOR factor in your Chicago Market strategy.

SPORTS that command the DOMINANT audience!

Sensational White Sox baseball—the complete schedule for '52 . . . Notre Dame football Classics . . . Chicago Cardinal football (a WCFL exclusive) . . . outstanding hockey, tennis, and basketball events, race results . . . *all identify WCFL to masses of listeners!*

NEWS of DOMINANT interest—timely, most complete!

The only station in Chicago that presents *hourly* newscasts, *all* of them especially edited and written by the newscasters themselves: crack newsmen John Vandercook, John T. Flynn, Vic Barnes, Bill Hamilton and others . . .

MUSIC —the Common Denominator of every listening mood!

Star disc-jockeys Bill Evans, Mal Bellairs, Marty Hogan, Howard Miller . . . balanced by such vastly-popular symphonic shows as the Music Lovers Hour, one of radio's oldest, best-loved classical programs.

WE PLANNED IT THAT WAY—to achieve ever-greater

WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

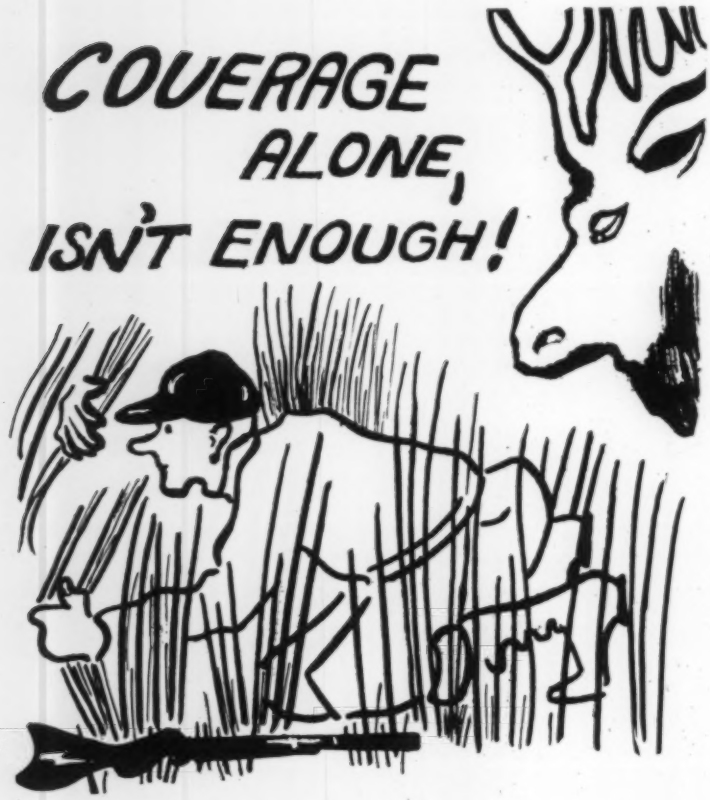
Represented by the Bolling Company, Inc.

WCFL LISTENER-PULL!

PUT the pull of "DOMINANT-THREE" programming effectiveness to work for you! Call Art Harre, General Manager of WCFL, or contact your Bolling Company Representative.

—Now affiliated with the Liberty Broadcasting System

COVERAGE ALONE, ISN'T ENOUGH!



WGST is the high powered weapon to use for bagging big game in the Atlanta Market, so don't scatter your sales shot in the bushes. Take a tip from the local hunters who know where the covey's are—more local advertisers buy more time on WGST than any other Atlanta station. You score a bullseye everytime with the top ABC and local shows and the complete merchandising support offered by WGST.

WGST
ABC • ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

BROADCASTING
TELECASTING

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"Last November we introduced to Portland our battery improver Duble-Power with a small schedule of spot announcements on your station. In a brief space of time we have established 336 retail outlets for our product and are enjoying a splendid reorder business."

From Duble-Power Chemical Co., to Radio Station KXL, Portland, Oregon

"Blondin Radio Company sold more Westinghouse Laundromats . . . than any other independent dealer in New England. I must attribute our wonderful sales record with Westinghouse Laundromats to the steady, smart selling job you have done."

From Blondin Radio, to Radio Station WNEB, Worcester, Mass.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD—Baltimore, Maryland
WBNY—Buffalo, New York
WJMO—Cleveland, Ohio
WVKO—Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW—Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW—Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in its market

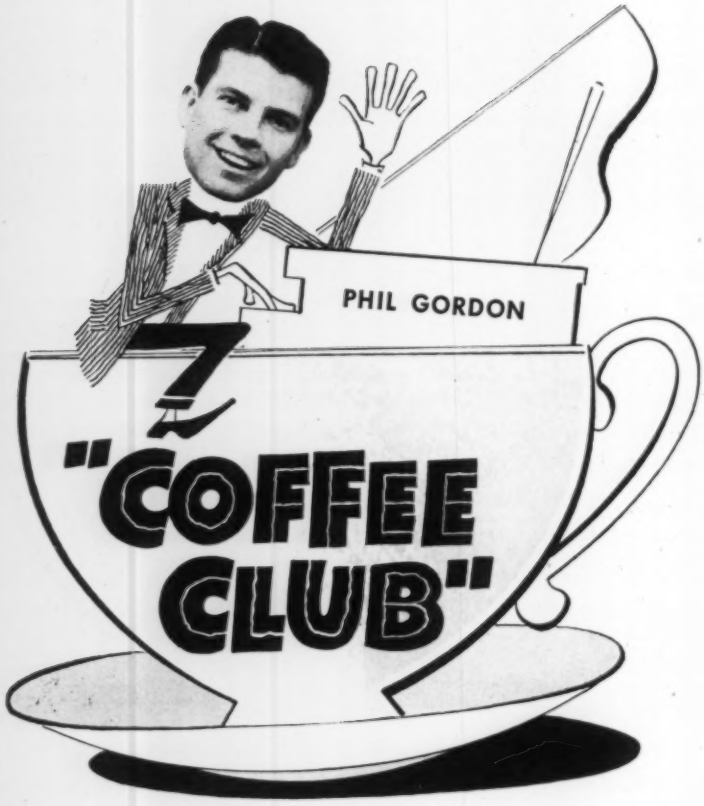
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS • AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

MR. SPONSOR:

Here's Your Best Buy To Perk up Sales—

New Orleans' Favorite Early Morning Show!



• COFFEE CLUB is the perfect eye-opener to 'wake up' new sales . . . and 'perk up' the old ones. 'Earlybird' Phil Gordon gently arouses New Orleans every morning with his piano, songs and platters. It's the 'Perfect Combination' . . . for spot participation!

Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

new business

Spot . . .

CAROLINA POWER & LIGHT Co., Raleigh, N. C., has purchased Frederic W. Ziv Co.'s *Bright Star*, transcribed radio series co-starring Irene Dunne and Fred MacMurray, for broadcast in 12 North and South Carolina markets. All contracts are for 52 weeks.

TEXAS Co., N. Y., to sponsor five-minute news broadcast, *Texaco Star Reporter*, three times daily in four Florida markets, starting Dec. 10 for 13 weeks. Agency: Erwin, Wasey & Co., N. Y.

Dr. A. W. CHASE MEDICINE Co. Ltd., Oakville, Ont., (proprietary) starts daily one-minute spot announcement campaign on number of Canadian stations. Agency: F. H. Hayhurst Co. Ltd., Toronto.

TEMPLETON'S Ltd., Toronto (proprietary) starts wide variety of newscasts, five-minute program segments and spot announcements on large number of Canadian stations. Agency: Associated Broadcasting Co., Toronto.

MAPLE LEAF MILLING Co., Toronto (Teabisk), and ST. LAWRENCE STARCH Co. Ltd., Port Credit, Ont. (Beehive corn syrup), Nov. 15 and 16 to air in joint promotion *Monarch Money Man* on 18 Canadian stations and singing commercials on 28 stations. This is believed largest joint radio campaign staged in Canada. Agencies are Cockfield, Brown & Co., Toronto (Maple Leaf Milling) and McConnell, Eastman & Co., Toronto (St. Lawrence Starch).

Network . . .

HOMECRAFT, N. Y. (publishers of Jacques Fray Piano Book), sponsored for one time only, special educational program, *How to Play the Piano*, from 9:45-10 p.m., on ABC Radio, last Thursday. Agency: Huber Hoge & Sons, N. Y.

SWIFT & Co., Chicago (Jewel shortening and salad oil), renews *Red Foley Show* on NBC's regional radio network of 43 stations from Nov. 26 to 52 weeks. Show is aired Mon. through Fri. from 9:30 to 9:45 a.m. CT and originates in Nashville. Agency: J. Walter Thompson Co., Chicago.

GOODYEAR TIRE & RUBBER Co., has renewed sponsorship of the *Paul Whiteman Goodyear Revue*, Sun., 7-7:30 p.m. on ABC-TV. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .

MOTHER'S CAKE & COOKIE Co., Oakland, appoints Honig-Cooper Co., S. F., to handle advertising, effective Jan. 2, 1952.

AMERICAN SAVINGS & LOAN Assn., Detroit, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio will be used.

VIKING TOOL & MACHINE Corp., Belleville, N. J. (Viking Antenna Rotator), appoints William Wilbur Adv. Inc., N. Y., to handle advertising.

ALLIED FLORISTS, Phila., appoint Adrian Baurer Adv., Phila., to handle advertising. Spot radio will be used.

RUSSELL MILLER MILLING Co., Minneapolis (American Beauty Flour), appoints Olmsted & Foley, Minneapolis, to handle advertising.

CORONET INSTRUCTIONAL FILMS, Chicago, appoints Schwimmer & Scott, Chicago, to handle advertising. Radio and TV will be used.

PINELAWN MEMORIAL PARK, N. Y., appoints William von Zehle & Co., N. Y., to handle advertising. Radio will be used.

GRIPPO CONE & PRETZEL Co., Cincinnati, appoints Robert Acomb Inc., Cincinnati, to handle advertising. Radio and TV will be used.

WREC

GIVES YOU A

BONUS

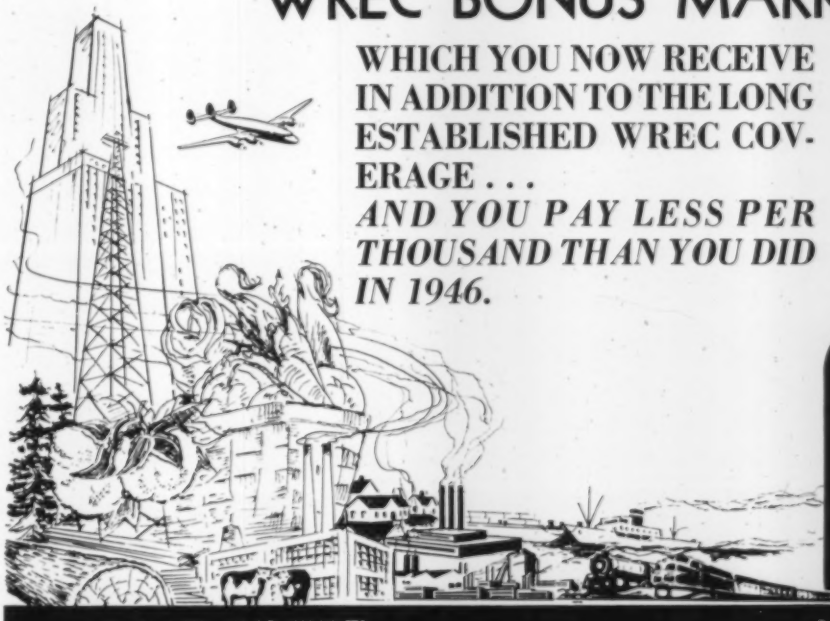
MARKET

YES — THAT'S RIGHT — YOU *PAY NO MORE* — ACTUALLY, YOU PAY 10.1% LESS PER THOUSAND LISTENERS, COMPARED TO 1946 — AND ACCORDING TO THE 1950 CENSUS YOU *REACH MORE PEOPLE, GET MORE COVERAGE, MAKE MORE SALES . . . THAN EVER BEFORE.*

According to the latest available figures of the 1950 census, the rich 76 county Memphis Market shows a definite population increase. This increase means thousands of potential customers. It is your

WREC BONUS MARKET

WHICH YOU NOW RECEIVE IN ADDITION TO THE LONG ESTABLISHED WREC COVERAGE . . .
AND YOU PAY LESS PER THOUSAND THAN YOU DID IN 1946.



WREC

MEMPHIS

NO. 1 STATION

Affiliated with CBS - 600 K.C. 5000 WATTS.

Represented by THE KATZ AGENCY, INC

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

agency

JOSEPH R. JOYCE and LEE HARWOOD, account executives with Robert W. Orr & Assoc., N. Y., elected vice presidents of agency. They will continue their duties as account executives.

W. SCOTT LEONARD and ALBERT W. GASS, account supervisors in Chicago office of Young & Rubicam, elected vice presidents of firm.

Mr. Leonard

Mr. Gass

FREDERICK J. WACHTER, associate copy director Erwin, Wasey & Co., Chicago, elected vice president.

EUGENE J. COGAN, media director Geyer, Newell & Ganger, N. Y., to Marschalk & Pratt Co., N. Y., in same capacity.

ANSON C. LOWITZ, vice president J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, in executive capacity.

RICHARD DOWNEY, head of Downey Co., S. F. merchandising consultants, to Dancer, Fitzgerald & McDougall, S. F., as merchandising manager. Mr. Downey will be succeeded by EDWARD A. FARGO Jr.

on all accounts

TOO MUCH success in the business he was in made H. Dorr Walsh, vice president, radio and television director, Hixson & Jorgensen Inc., Los Angeles, turn to advertising.

Mr. Walsh met with this overwhelming success operating a bridge club in Los Angeles and San Diego in the early thirties. Current zeal for the game kept him playing at this former hobby 14 to 18 hours a day. After three years of more bridge than sleep, he was moved to throw in his hand permanently. At this point he decided to pursue a field which had appealed to him since high school days and joined the then Hixson-O'Donnell advertising agency in 1934.

Mr. Walsh apparently still turns in a pretty good hand. During his 17 years with the agency, one of the most successful and highly thought of on the West Coast, he has progressed from account and general handy man to vice president and part-owner. In addition to directing radio and television activities of the agency, which expends approximately 50% of its total billing in those two media, he is also account man on some of the firm's accounts.

Mr. WALSH

Among those for which he helps supervise radio and television are the Richfield Oil Corp. which expends approximately $275,000 annually on radio and this year almost reached that figure in television. In addition to being in its 21st year with the *Richfield Reporter*, one of the pioneer sponsored programs on the West Coast, now on NBC, the firm has just renewed for its second year KTTV (TV) Los Angeles *Success Story* one of the most ambitious local TV programs. Besides this program, Richfield sponsors on TV special events and sports programs. This year it underwrote the Douglas MacArthur arrival in San Francisco and Japanese Peace Treaty activities in the same city on the 11 California stations via the microwave relay.

Also under his aegis comes Day & Night Division, Affiliated Gas Equipment (water heaters) currently spending about $75,000 a year in radio and television spots in the Southwest and South, from California across to Florida; Voit Rubber Co. (rubber-covered athletic equipment); Kierulff & Co. (Motorola radio & TV set distributors); General Controls (gas appliances). Citizens' National Trust & Savings,

(Continued on page 52)

beat

EDWARD S. GORE appointed vice-president J. Robert Mendte Inc., Phila.

RICHARD W. BYRNE, operator of agency under his name, to Campbell-Ewald Co., S. F.

JOSEPH R. WARNER, vice president and director Marfree Adv. Corp., N. Y., resigns. His future plans will be announced shortly.

HAL JAMES, director of radio and TV Ellington & Co., N. Y., named vice president. Mr. James has been with firm since 1944 and has been responsible for such shows as *Cities Service Band of America, Dick Tracy, Date With Judy, Celanese Theatre*, etc. Prior to his association with Ellington & Co., he was with H. W. Kastor & Sons and before that with Compton Adv.

Mr. James

WALTER N. STUCKSLAGER, promotion director Henri, Hurst & McDonald, Chicago, resigns to organize his own company to handle merchandising, selling and advertising of home furnishings nationally.

TOM FRY, national account executive for Lincoln-Mercury Dealer Assns., Kenyon & Eckhardt, N. Y., named vice president of agency. Before joining K & E last January, he was national director of network sales with ABC.

G. C. HAMMOND, vice-president Cockfield, Brown & Co., Montreal, and WALTER E. POWELL, commercial manager Canadian Broadcasting Corp. Toronto, appointed directors of Bureau of Broadcast Measurement, Toronto. They succeed STUART B. SMITH, Canadian Advertising Agency Ltd., Toronto, who has moved to the United States, and E. A. WEIR, commercial manager CBC, who has retired.

MILDRED DUDLEY, radio-TV department Tatham-Laird, Chicago, resigned.

WILFRED CHARLAND appointed vice president and director McKim Adv. Ltd., Montreal, Mr. Charland, a nationally known radio producer, was president of Whitehall Broadcasting Ltd. Whitehall Broadcasting's activities are now merged into McKim's radio and television department.

Mr. Charland

HARRY GIANARIS, news director WTMA Charleston, S. C., appointed director of public relations Robert E. Bradham Adv., Charleston.

JOHN T. KAVANAGH appointed to copy department Byer & Bowman Adv., Columbus, Ohio. He was with Charles Merrill Co., Columbus. JOHN D. METZGER named to copy staff in radio and television department. Mr. Metzger was with WLWC (TV) Columbus.

CHRIS CROSS, to Kenyon & Eckhardt, N. Y., as assistant publicity director. He was chief of U. S. Radio and TV for United Nations.

JACK KADUSON, Schenley Distributors Corp., N. Y., to William H. Weintraub & Co., N. Y., as account executive.

EVERETT PIERCE, San Francisco *Examiner*, to copy and contacts department L. C. Cole Co., S. F.

EVANS F. HOUGHTON, public relations manager, National Sales Executives, Inc., to Benton & Bowles, N. Y., in publicity department.

TOM GILCHRIST, McConnell, Eastman & Co., Toronto, to McGuire Adv. Ltd., London, Ont., as manager.

FRED SPENCE, executive of international offices of Grant Adv. Inc., in India, England, South Africa and Brazil, appointed president of Grant

(Continued on page 68)

ON THE WASHINGTON SCREEN

"MASTERPIECE THEATER"
SUNDAYS—2 PM. The finest series of full length movies ever presented on television—now, for the first time, available for participations on WMAL-TV! Included in the series, are such great motion pictures as, "Foreign Correspondent"; "Trade Winds"; "Sundown"; "Slightly Honorable"; "House Across the Bay"; "Stagecoach"; and "Long Voyage Home". Above is a scene from, "I Married A Witch", starring Frederick March, Veronica Lake, and Susan Hayward.

JERRY STRONG
"IT'S A HIT"
FRIDAYS—6:45 PM. A new kind of Washington television, featuring one of the Capital's best known personalities—Jerry Strong. Viewers see their favorite hit tunes come to life, through an unusual combination of drama and pantomime. ONE MINUTE ANNOUNCEMENTS.

RUTH CRANE
"THE MODERN WOMAN"
MONDAY THRU FRIDAY—3 PM. The program dedicated to Washington housewives—with one of the ablest authorities on women's affairs—Ruth Crane, assisted by popular Jackson Weaver. As the Holiday Season approaches—the Modern Woman provides an excellent showcase for increased buying needs. ONE MINUTE LIVE ANNOUNCEMENTS.

JIM GIBBONS
"SPORTS REEL"
MONDAY THRU FRIDAY—7:15 PM. Jim Gibbons is Washington's most popular tv sportscaster, and he is one of the most sponsored personalities in the Washington market. Sports Reel, now at the peak of viewing interest, has been host to some of the greatest names in sports. Pictured here with Jim, golf star Patty Berg. ONE MINUTE ANNOUNCEMENTS.

CALL OR WIRE THE KATZ AGENCY, INC.

WMAL **WMAL-TV** WMAL-FM

The Evening Star Stations

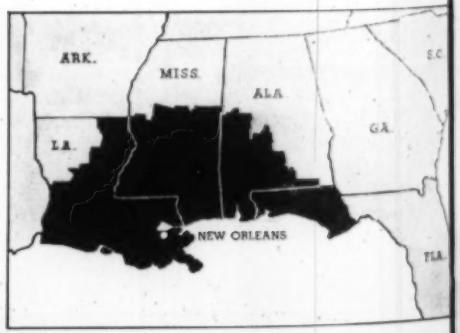
WASHINGTON, D. C.

Let the South's Greatest Salesman Fill 'em up with YOUR Brand!

EXTRAS FOR ADVERTISERS

WWL pushes your product with strong, effective, sales-stimulating promotions. Store displays, 24-sheet posters, streetcar and bus dash signs, personal calls on distributors and jobbers, newspaper ads —all adding greater impact to your advertising.

MULTI



WWL Sells to More Southerners THAN ANY OTHER MEDIUM!

WHY?

Because WWL reaches more Southerners — 50,000 watts, clear channel coverage dominating 4 states. Last year the powerful influence of WWL helped move millions of dollars of merchandise for national and local advertisers.

HOW?

Because WWL sells Southerners with excellent programing. For more than 25 years WWL has enjoyed a consistently high habitual listenership — the lion's share of Southern audience — verified by highest ratings.

...ATE COVERAGE

in an area rich with new industry and still unquestionably radio dominated makes WWL unchallenged champion with time-buyers.

WWL

NEW ORLEANS

50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL *the South's Greatest Salesman* SELL THE SOUTH FOR YOU!

Adv.

the Needle!

the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

October—1951 . . . broke new subscriber records at APS. We have been busy shipping brand new APS libraries . . . small ones and large ones . . . to stations across the nation. In addition to a flock of new subscribers for those unprecedented APS Specialized libraries at 1-yr-low-prices, we've shipped an unusually large number of full basic APS libraries to stations anxious to have 5-year rate protection. We now have a backlog, and it's unlikely that we can deliver additional libraries before Jan. 1.

* * *

Current issue of APS subscriber bulletin "The Needle" (this column's mama) covers advertising techniques that work in January. A relatively few items hit volume peaks during the first month; it's important to be able to spot them. Sample copy of "The Needle" on request.

* * *

Eight million dollars—almost double last year's figure—reported set aside by Westinghouse for last-quarter promotion and advertising push. See your local dealer, not only in this line, either. All appliance lines are planning jumbo promotions to clear stocks, which are 180% of '47-'49 levels. . . . Check your new car dealers, too. They're facing a price boost due to new excise taxes. Ditto lots of retail lines. It's going to take advertising and plenty of it to overcome consumer resistance.

* * *

NEW AND DIFFERENT: Paste these facts in your corporate checkbook and note them in the margins as you write your 1952 budgets. 1) You no longer have to spend big money for library service. 2) If you only need a part of a library, that's all you have to pay for. 3) Many stations have cut library costs as much as $1200 in a single year by switching to APS. 4) If you write a monthly rental check bigger than $125, chances are you are paying more than necessary. 5) The only library available today that went forward in 1951 is APS. Let's go forward together in '52. Write for details.

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
PLaza 7-7710

open mike

On the Map

EDITOR:

I have gotten a great deal of use out of your national map listing markets and their radio stations . . .

Bill Lawrence
BBDO
New York

* * *

Blue Chip Pay-Off

EDITOR:

Again congratulations on the series of success stories on local radio.

"Blue Chips on Local Radio Spelled Success for This Miami Lumber Yard" [B•T, Oct. 29] was the sales clincher for a half hour Sunday show for a local lumber yard today. Needless to say the first show will buy several years' subscriptions to BROADCASTING • TELECASTING dollarwise.

This is the kind of hard-hitting ammunition radio sales crews need. . .

Ian A. Elliot
Manager
KRJF Miles City, Mont.

* * *

EDITOR:

In the Oct. 29 issue of your fine magazine you carried an article on the success of a Miami lumber yard in using radio. The article was titled "Blue Chips on Local Radio. . . ."

May I make the suggestion that you continue to give us articles of this type and further suggest that you make tear sheets of these articles available to radio stations at a nominal fee for mailing in their own trading areas . . . Material of this sort from radio's finest journal is of tremendous value.

Louis H. Murray
Manager
WPAM-AM-FM Pottsville, Pa.

[EDITOR'S NOTE: Such articles will continue to appear regularly, and, as usual, reprints will be available at cost.]

* * *

Seeing's Not Believing

EDITOR:

In all the words which have been written and spoken about television and radio nothing has been said about the overlooked but potent factor of "Audiovision."

Audiovision concerns that wonderful picture which the *mind* of a radio listener can and does paint for himself from the things he hears by radio. Nothing that can be put on any screen can approach the beauty, the humor, the pathos which the *mind's* eye can create when it is stimulated by the ear.

If proof be needed one may recall the radio personalities who have been "one shot" movie stars. To put it bluntly, they didn't look like the way they had sounded when they appeared on the screen. The mind's eye had created a clearer, better picture of what they *should* have looked like!

Television is a sales agency, not an advertising medium.

The viewer has an easy chance to *turn down* the merchandise shown on the screen; when that happens, the *actual salesman* then never gets a chance to sell him. In radio, interest and curiosity are *aroused*, but the final decision will be made *in person* where a trained sales person can sell the deal!

Audiovision (the modern word for radio) gets the job done!

Gustav K. Brandborg
Asst. Gen. Mgr.
KVOO Tulsa

* * *

Tsk, Tsk

EDITOR:

In reading your write-up "Royal Tour" . . . Nov. 5, I noticed some discrepancies—tsk, tsk.

The facilities of CBS-WTOP-TV in Washington were used to cover the event at the National Airport with Walter Cronkite describing the activities. It was a pool feed to all networks with CBS-TV doing the pick-up. Charles Collingwood, CBS White House correspondent, carried the ball on the CBS Radio Network.

NBC-TV did pick up and feed the reception at the Statler Hotel immediately following . . .

Rod Franck
Special Events
CBS, Washington

* * *

Rebuttal

EDITOR:

As one who has enjoyed and learned much from your well-edited publication, I do not cavil at your editorial judgment when in the Oct. 29 issue you found only 13 words worth quoting from a brief containing some 3,000. In such matters the editor is the boss. However, I was surprised by the editorial "Burning Bridges" (Nov. 5) in which you state that the sentence stood alone and unexplained in the brief.

Since your readers have not had a view of the contents of the brief, let me explain the sentence, "Television must be saved from the

(Continued on page 102)

is the cable a fable?

There's been a lot of romancing about the new relay stations which in effect extend the cable to the Coast and make possible "live" coast-to-coast television. Certainly, it's a tremendous technical achievement. But all it means to national advertisers is that with these new facilities they can add just four TV markets "live"—and these for only a restricted group of network programs.

The new facilities can accommodate only one network program at a time. And that program must be aired at a time when it will not be plagued by that time difference of three hours (or four "Daylight" hours) between New York and the Coast.

For all other network programs, kinescopes are still the order of the day—with this change, thanks to science: kines can now be taken off the tube in Los Angeles instead of being shipped from New York, and vice-versa. But they're still kinescopes!

Life is much happier for the *Spot Program* advertiser. His program is either "live" or on film—a lot easier for the audience to take than kine. His television time is planned market by market. And he uses only the markets he needs and wants. No "must" stations or minimum group requirements in *Spot Program* advertising.

There's a cost advantage, too, for *Spot Program* advertisers. Spot rates are generally lower than network rates for the same time period, on the same station. The difference is enough to cover the extra film prints required, their handling, distribution and other costs.

If you're thinking about television for 1952, you owe it to your marketing plans to get the full story on *Spot Program* advertising. You can get it from any Katz representative. It shows, in very realistic terms, that when it comes to television advertising . . .

You can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

RADIO-TV is assuming its traditional role again as public servant in times of emergency. With blood bank reserves depleted and the U. S. putting out a special call for donors, the broadcast media responded by joining in the national drive.

Conspicious among the reports received by BROADCASTING • TELECASTING were the following:

KNBC San Francisco weekly has been turning its Studio A into a mobile blood bank for the American Red Cross, with listeners urged to visit the studio during broadcasts. Typical day saw 181 pints of blood donated.

To show how painless the donation of blood can be, Bernie Bracher, of WAVE-TV Louisville's *Sports Slants*, conducted his program while giving a pint.

WFIL-TV Philadelphia staffers, Neil Harvey, m.c.; Chief Halftown, station personality, and John Corcoran, news commentator, contributed heavily to the success of a mid-city rally held by the local Junior Chamber of Commerce for the benefit of the emergency blood collection program of the American Red Cross.

WKY-TV Oklahoma City staged an all-day Red Cross blood collection campaign telecast Oct. 31. The station switchboard was deluged with about 2,250 phone calls;

PREPARING to donate a pint of blood apiece to the Southwest Blood Bank to meet the current blood shortage, Lynn Cole (l), singer on KPRC-AM-TV Houston, and Francis Sullivan (r), production manager at KPRC, get briefing from nurse on blood need. Messrs Cole and Sullivan were just two of the 100 KPRC staffers who pledged a donation. Station used recorded interviews during National Radio and Television Week to promote campaign.

* * *

187 volunteers were processed through the mobile blood center set up in a TV studio and 166 pints of blood were collected. Many donors said they otherwise would have been afraid if television hadn't shown them how easy it was. P. A. Sugg, WKY-AM-TV manager, was

(Continued on page 98)

strictly business

Mr. RUTH

AFTER three decades in the advertising business, Chester William Ruth believes sincerely in the power of advertising. And after nearly six decades of life in a democracy, he naturally believes with utmost sincerity that it is the finest type of government.

Putting these two together, "Chet" Ruth wields one of the most potent weapons on behalf of freedom—an advertising campaign promoting the democratic way of life. He does this job in his role as advertising director of Republic Steel Co., headquartering in Cleveland.

He is convinced every company has a responsibility to promote the system that makes possible the existence of every business now operating. "If they don't defend it, who will?" he asks.

Republic holds classes in basic economics, with cooperation of the U. of Chicago, for its 6,000 administrative people. It operates a speakers bureau and maintains other promotional and advertising services with one objective—to alert the general public and other companies on the need to protect

(Continued on page 40)

LOOK HERE!

IF YOU'RE LOOKING FOR POWER . . . WE HAVE THE KIND THAT COUNTS!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE . . . WYOMING VALLEY AREA.

• • •

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

• • •

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

Paper Money . . .
. . . income from manufactured paper products exceeds 308 million dollars annually in the two Carolinas. Whether you write, wrap, box or smoke, chances are you contribute to the income of WBT's 3,000,000 listeners—the largest group of your prospects you can reach through any *single* advertising medium in the *two* Carolinas.
WBT CHARLOTTE
COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY
by CBS Radio Spot Sales

TELEVISION'S ONLY
2 KW VHF
TRANSMITTER
IT'S ALL
AIR COOLED

for 2 to 20 kilowatts ERP*

IF you plan to start TV station operations with a modest equipment investment . . . and still be sure you get adequate signal coverage . . . this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—*because all the tubes are standard types.*

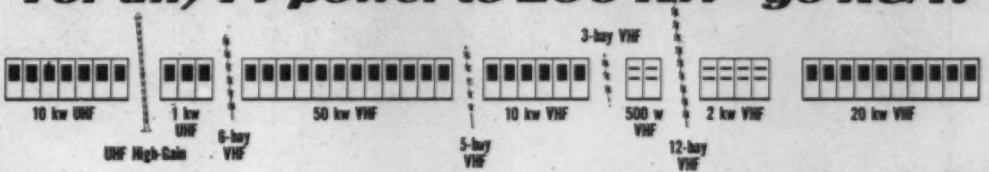
Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

ANNOUNCING—a 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. *Available only from your RCA Broadcast Sales Specialist.*

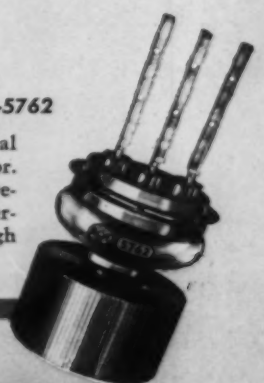
*Effective radiated power

For any TV power to 200 KW—go RCA!



The heart of the "2 kw"—
the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!



RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Who isn't, these days? But you want a *real* bargain—one that really gives you more for your money. That's the kind of advertising buy you get at W-I-T-H—a *real*, honest-to-goodness BARGAIN.

Here's why—W-I-T-H regularly delivers *more* listeners-per-dollar than any other radio or TV station in Baltimore. It delivers this vast, *buying* audience at low, low cost. That's what makes W-I-T-H the station that delivers low-cost results, the *real* bargain buy in Baltimore.

Just ask your Headley-Reed man for the whole W-I-T-H story.

The results station

Baltimore, Md.

W-I-T-H

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED

BROADCASTING

VOL. 41, No. 20 NOVEMBER 12, 1951

NBC PLAN BLASTED

All-Industry Group Hits 'Expediency'

By RUFUS CRATER

THE ALL-INDUSTRY Affiliates Committee served notice last Thursday that it will turn its guns on anything it thinks is apt to undercut the structure of radio.

Its first target: NBC's revolutionary new basic economic plan [B•T, Oct. 8, et seq], or any like it.

In a statement generally expected to stir up fireworks for the NBC affiliates convention late this month—and obviously not intended to do otherwise — the committee called for an end to sales gimmicks and gadgets and a return to what it deemed thoughtful long-range planning which makes no concession to "expediency" for the sake of "a fancied short-term advantage."

The NBC plan was the only one formally mentioned by name, but the committee explicitly included within its target range "any similar plan which might be proposed" —presumably taking cognizance of plans well afoot at CBS [CLOSED CIRCUIT, Nov. 5] and reportedly in the preliminary study stage at both ABC and Mutual.

Devices such as ABC's "Pyramid Plan" of multi-program multi-sponsorship, as well as its predecessor "Tandem Plan" of NBC and successor "Multi-Message Plan" of Mutual, and the one-shot program sponsorship in which CBS officially led the way, for instance, came by implication within the range of the committee's condemnations.

Cite Lack of Dignity

Throughout the committee's meetings, which lasted for a day and a half in New York's Hotel Ambassador, ran the theme that the networks—apparently all of them, in committee thinking—have given radio an air of undesirable and unwanted un-dignity in the scramble to sign up sponsors on one-shot or other than straight network, straight card-rate basis, and that radio was likely to come into the "cloak-and-suit" category if network sales policies continue at their present level.

The committee, whose formally announced conclusions were described as unanimous, was said to be of a single mind that radio will have to make adjustments to meet TV or any other competitive development—but not on any fixed, all-covering formula such as NBC's new economic plan envisions or, worse yet, the Assn. of National Advertisers' computations which automatically turn a TV home into a 100% non-radio home.

Under Paul W. Morency of WTIC Hartford, the committtee conferred at length with Robert Elder, research expert and consultant, who invented the Audimeter, and came up with a definite decision to undertake "sound constructive research" to show radio's true worth in comparison with other media.

Who will be retained to do the research job was left undecided. But the committee definitely decided that despite all the money radio has spent on research thus far it has "scattered its shot," and said the Committee will explore the subject further and come up with a recommendation.

The committee's formal report was taken as a clear indication that the group had forcefully rejected any suggestion that it had served its purpose and should wind up its affairs.

Not 'Punitive' Conclusions

Members insisted there was nothing "punitive" about its conclusions, directed though they were against the NBC economic plan primarily. Rather, the conclusions were offered in line with the belief—of "every member"—that "in the many years to come, radio will continue to be a tremendous factor in the lives of every citizen of the U. S."

The committee's conclusions would indicate that it is particularly disturbed by the NBC plan's formula which, they said, would permit up to a 70% cut in a station's present network rates because of television.

"Radio stations right now are doing some of the best business they've ever done—another good argument against cutting rates," one committeeman said. "But even so," he asked, "how is a station going to make out if its rate is discounted 70%?"

Contributing to the significance of the committee's attack on the NBC plan, observers noted, is the membership of the committee itself, which includes representatives of major NBC affiliates, as well as of all other networks, and also includes broadcasters who operate TV as well as AM.

Mr. Morency, the chairman, is vice president and general manager of WTIC and also is a former chairman of the NBC Stations

(Continued on page 104)

MORNING DEMAND

Clients Line Up

By FLORENCE SMALL

WITH morning time sales in radio rising to an all-time high, national advertisers, reawakened to the selling potential of the early-hour periods, are beginning to spill over into morning television to sell their products.

Late last week both NBC-TV and CBS-TV were understood to be on the verge of completing negotiations for sale of substantial morning segments on television. CBS-TV was expected to sign two separate clients for the 10:30-45 a.m. period and the following 10:45-11 a.m. quarter-hour slot, five times weekly, to start in January; while NBC-TV was slated to counter with a sale of half the newly-signed *Ralph Edwards Show.*

NBC-TV contracted Mr. Edwards for $6,500,000 for his exclusive radio and TV services during the next five years. He is scheduled to appear on a daily half-hour TV show, coast to coast, starting the first week of January (12:30-1 p.m. EST) in the network's effort to build mass morning audiences. NBC-TV also is preparing a five-minute kinescope on a 7 to 9 a.m. show, slated to start Jan. 7, for agency and advertisers' perusal.

Meanwhile, CBS-TV already has signed Lever Brothers' Rinso for sponsorship of Arthur Godfrey on the 10:15-30 a.m. time, five times weekly effective early in January.

Radio, still unchallenged as the dominant morning medium, traces the resurgent popularity of its early time periods to the coincident use in spot consciousness of the national advertiser. It is a trend that has been building for two years now and has recently reached its highest development with such diverse advertisers as *Life* Magazine, Shulton Toiletries for men (Old Spice Shaving Cream), and U. S. Tobacco's Snuff placing spot announcement schedules in the early morning time periods on stations across the country.

Cold Remedies Considered

The cold remedy manufacturers such as Vick Chemical, Save-The-Baby Cough Syrup, Musterole, Pertussin and others expressed their faith in early radio time with heavy schedules at the beginning of the fall season.

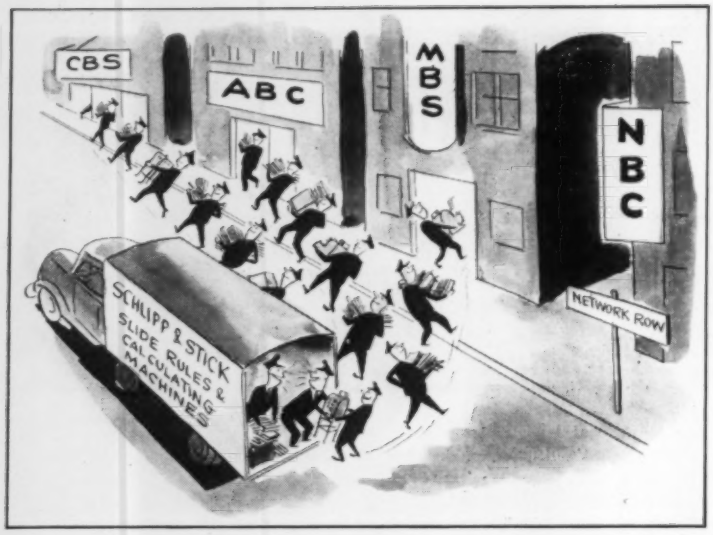
Breakfast food clients such as Chase & Sanborn (coffee), H-O Oats, Jelke Margarine, etc., are also attempting to capture the early radio audience with spot schedules.

And among the first to recognize the value of early morning radio listenership were the oil companies: Standard Oil, Conoco Oil, and Magnolia Petroleum.

In a sense it has taken radio at least 15 years to sell early morning radio to national advertisers, with this year reliably predicted to be the most successful in the medium's history for these hours. Actually, the lead in selling morning time had long since been taken by the individual stations, with local automobile dealers, clothing stores, tractor distributors and local drug chains carrying the burden of that pioneering. Their success has been the real spur to the current radio action of national advertisers.

The radio success of national advertisers in turn has been responsible in part for alerting advertising agencies to the prospect of comparable results in television. The daytime TV market is beginning to figure with increasing importance in their plans. This week, in fact, one agency, Grey Advertising, New York, specifically ad-

(Continued on page 105)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Say, Mac, didja ever think this would happen when we made that delivery to NBC a couple of months ago?"

ABC SHIFTS

Phillipson, Others Are Promoted

TO STRENGTHEN executive responsibility, William Phillipson, ABC assistant director of TV programming and operations, New York, has been transferred to Hollywood as Western Division director of radio and television operations [CLOSED CIRCUIT, Nov. 5].

Robert E. Kintner, ABC president, in Hollywood for the realignment of duties, also revealed last Tuesday that Gayle Grubb, general manager of KGO-AM-TV San Francisco, has been elected a vice president of the company.

Donn B. Tatum continues as director of ABC Western Division TV, with Fran Conrad manager of Western Division radio network, both working directly with Mr. Phillipson.

Under the new setup, Amos Baron, former sales manager of KECA Hollywood and Western Division radio network, becomes manager of KECA. Philip G. Hoffman, general manager, KOB Albuquerque, becomes manager, KECA-TV Hollywood. Matt Barr, account executive, succeeds Mr. Baron as KECA sales manager.

Duties Outlined

Mr. Phillipson will serve as division head until merger of ABC and United Paramount Theatres is finalized. He will then resume his New York duties and be succeeded on the West Coast by an UPT executive with title of vice president.

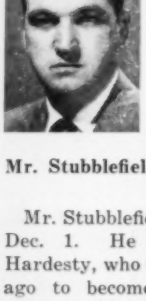
Ernest Felix, assistant treasurer, has been Western Division acting manager since June, taking over those duties shortly after Frank Samuels resigned as vice president to join William Morris Agency as West Coast head of radio and television.

In keeping with the new ABC policy of taking its owned stations out of network supervision, KECA and KGO will be operated as separate entities. Managers will report direct to Mr. Phillipson.

NARTB POST

Stubblefield Named

WILLIAM T. STUBBLEFIELD, account executive in the station relations department of Associated Program Service, was named last week to head NARTB's station relations activity. The appointment was announced Friday by NARTB President Harold E. Fellows.



Mr. Stubblefield

Mr. Stubblefield will join NARTB Dec. 1. He succeeds John F. Hardesty, who resigned a fortnight ago to become director of local promotion for Broadcast Advertising Bureau [B•T, Nov. 5]. William K. Treynor continues as assistant director of the NARTB department. He currently is covering the final leg of the NARTB district meetings.

Entering radio at KONO San Antonio in 1939 as an announcer, Mr. Stubblefield became a management consultant after the war and directed the building of several Texas stations. He joined Capitol Records in 1949 as field representative in the South, going to Associated last Jan. 1. He attended U. of Texas. He is married and has a son, William T. Jr., aged 2. His past activities have given him acquaintanceship with broadcasters in every state.

CASH LEAVES NBC

To Join Crosley Corp.

NORMAN CASH resigns, effective Nov. 19, as director of station relations for NBC to join the Crosley Broadcasting Corp. as assistant general sales manager for radio, it was announced last Tuesday.

Mr. Cash had been with NBC for the past 12 years. During that period he was associated with production, sales, radio and station relations. In World War II he served with Army Corps of Engineers in the Italian Campaign and was awarded the Purple Heart and the Bronze Star.

NBC had not named a successor to Mr. Cash as of last Friday.

Simmel to NBC

LUDWIG W. SIMMEL, manager of radio co-op program sales department for ABC, has been appointed to newly created position as manager of "minute man" and co-op program activities for NBC, Carleton D. Smith, vice president of station relations, announced Wednesday. Mr. Simmel, who previously was manager of Blue network sales service department, will assume his NBC post Nov. 16.

BALL APPOINTED

Named CBS Radio Editor

DON BALL, program director and director of editing for WCBS New York and editing director for WCBS-TV, last week was named director of editing for CBS Radio, effective immediately.

The appointment, announced by CBS Radio Administrative Vice President James M. Seward, was made as part of the division of CBS Radio and Television into separate operating entities. James Shattuck, who formerly was editing director in both Radio and TV holds the post in the TV division, under the divorcement. Mr. Ball has been with CBS since 1929 except for a brief period with Neff-Rogow agency in 1946.

REYNOLD KRAFT

Dies in Chicago Nov. 5

FUNERAL services were to be conducted in Chicago Saturday afternoon for Reynolds (Ren) Rudolph Kraft, 56, manager of the midwest office of the Fort Industry Co. in Chicago. Mr. Kraft, who opened the office in July, died suddenly Monday afternoon in Presbyterian Hospital after suffering a heart attack in his office. His doctor reportedly found him in "excellent condition" the previous week.

Mr. Kraft

A radio and television sales executive since 1937, Mr. Kraft joined NBC New York that year as a network radio salesman. In 1945 he began selling network television and soon became television sales manager. He left NBC in 1950 to work as vice president and television director of the Paul H. Raymer Co., station representative firm, in New York and then joined Fort Industry Co.

Mr. Kraft was born March 29, 1895, in Menomonie, Wis., and attended high school in Oak Park, Ill., a Chicago suburb. In 1916 he was graduated from the U. of Illinois where he was an All-American football star and a member of Beta Theta Pi. He received a mining degree after majoring in metallurgy. For several years he worked as an engineer. His first sales job was for *Collier's* magazine from 1934 until 1937.

Mr. Kraft and his wife, Grace, lived on Chicago's South Side. He also is survived by a son, Reynold R. Jr., and two grandsons.

Gill Leaves McGillvra

HELEN GILL has resigned as vice president of Joseph Hershey McGillvra Inc., station representative firm. She is a former time-buyer with Kenyon & Eckhardt.

EXECUTIVES of two broadcast-minded advertisers were guests at the Spot Radio Clinic held by National Assn. of Radio & Television Station Representatives fortnight ago. L to r: Murray Grabhorn, managing director of NARTSR; Edward Lier, assistant advertising manager, radio-TV division, Shell Oil Co.; Ralph McKinnie, Paul H. Raymer & Co.; D. C. Ketner, vice president and general manager, Pepsodent Division, Lever Bros.; Jerry Lyons, Weed & Co.; William Reed, John Blair & Co. Clinic was held at Biltmore Hotel in New York Oct. 23.

STANDARD MEASUREMENTS

How to Rate All Media?

COMPARABLE RESEARCH that would enable the advertiser to apply a common measuring tape to radio, television, newspapers and magazines is the pot of gold that so far has eluded media research men. Some strides toward it have already been taken on a local basis (see "Impact," a study by Raymond A. Kemper Assocs. in Louisville [B•T, Oct. 1] and story on Mr. Kemper's talk to District 7, page 28 this issue). Is such an objective attainable on a national scale? Here's a summary of expert answers to that question. The experts don't agree on methods of getting there, but they believe the objective can be won—if the advertising industry is willing to stand the cost.

THE LONG-TIME goal of America's top research experts—a common yardstick for the measurement of all major media—may be approaching if it is not actually on the horizon.

This summary of the combined opinions of many research operators and research buyers is based on statements made to BROADCASTING • TELECASTING last week.

The statements were made in response to requests for comment on the plea by Louis N. Brockway, executive vice president of Young & Rubicam, for "a common denominator for all media" [B•T, Oct. 29].

Two major operators of research services—Arthur C. Nielsen and C. E. Hooper—are convinced the goal is attainable through use of special techniques on which their services are based.

Others generally agree the objective is laudable and they would welcome some such statistical miracle. On the other hand, they don't concede the solution is at hand for immediate application, or at least won't be committed to any one service at this time.

Four network research officials are in favor of a common yardstick, with one contending it must come from a non-media source while the other three called for realistic qualitative research. The matter of cost, too, is a factor that can't be ignored, it was pointed out.

Mr. Brockway drew nationwide attention when he told the Audit Bureau of Calculations members there is "not one really authenticated fact" about the actual effect of television on media values.

Besides his high post at Young & Rubicam, Mr. Brockway is board chairman of the American Assn. of Advertising Agencies. He told the publication group there should be standardized audience measurements, full data on composition of media audiences and, finally, definition and measurement of advertising attention.

No Comparison

Lack of a common measurement method is serious at this time "because the advertiser is increasingly pressed for media comparisons, especially of magazines and newspapers with television," Mr. Brockway said.

Mr. Hooper, as head of C. E. Hooper Inc., advocates comparison of time spent using each medium by all members of the family. This technique is used in his new "Media-Meter," he said.

Mr. Nielsen, president of A. C. Nielsen Co., said magazines and newspapers would have to supply projectable readership data, comparable to Nielsen program-market ratings. By obtaining information on various media from the same homes the advertiser would have a showing of duplication of circulation by the major media. He said Nielsen radio-TV samples and supplementary home samples were set up with the idea the same service could be performed for magazines and newspapers.

Views of those responding to the BROADCASTING • TELECASTING request for comment on Mr. Brockway's plea are as follows:

Nielsen Statement

Arthur C. Nielsen, president, A. C. Nielsen Co., said:

"I was very favorably impressed with Mr. Brockway's address to the Audit Bureau of Circulations. He has sounded a convincing call for better and more useful research on magazines and newspapers, and I agree heartily with most of what he said. My specific comments are as follows:

"1. Radio-TV audience research, as conducted by A. C. Nielsen Co., differs from ABC magazine and newspaper audits in two important respects:

"(A) Our radio-TV research measures the audience to *individual programs* (which are somewhat analogous to individual advertisements in magazines and newspapers).

"(B) Our radio-TV research provides certain important diagnostic or analytical tools which are very useful in gaining *increased audiences* and *improving the sales effectiveness* of the radio-TV advertising. I refer here to information such as minute-by-minute audience, cumulative audience, flow of audiences, etc.

"Without intending any criticism whatever of the work done by ABC, which is useful and essential, it seems safe to say that audience research in the radio-TV fields is substantially more comprehensive and useful than the corresponding research generally done in the magazine field," Mr. Niesen said. He continued:

"2. To get magazine and newspaper research on a par (as to scope and usefulness) with the type of research furnished by Nielsen Radio-TV Index services, magazines and newspapers would need, as a minimum, advertising readership data based on a *True National Cross Section of Families*, i.e., data projectable to the entire number of families in the U. S.

Starch Data

"This should not be construed as a criticism of the type of readership information furnished by Starch, for I am not at all sure that the industry is willing to pay the increased charges which would necessarily result from the expansion of that service along the lines indicated above—in fact, I understand that Starch has frequently offered to do this but that his offers have not been accepted," he said.

"3. In addition to more comprehensive information on *readership*, magazines and newspapers also need more data on *circulation* (as distinguished from readership) e. g.,—

"(A) Circulation by city size or county size—so that urban and

(Continued on page 85)

FREE TIME & P.I.'s

List Still Grows

COMMERCIAL religion a la Percy Crawford had radio stations up in arms last week as the Philadelphia sponsor asked for free broadcast time because he is spending so much money on television.

A new high in time begging was reached when the Rev. Crawford (M.A., D.D.) sent his radio plea on a letterhead bearing this banner across the bottom:

$8,000 is needed to purchase radio and television time. Please pray and give.

Having slipped that verbal dagger between broadcasters' ribs, the Rev. Crawford said: "Our budget will not permit us to purchase time on the radio, but we have had about 24 stations already offered to run a 15-minute program on Sundays if we would make a recording, so this is what we have decided to do."

He explained that a 14½-minute tape, "with no commercials," would be submitted to interested stations with the proviso that they be mailed "at your expense" to a designated station.

Now using a big ABC coast-to-coast video hookup (Sun., 10:30-11 p. m.), the Rev. Crawford attempts to salve broadcasters with the reminder that "we used to be on 450 stations on Sundays."

New angle entering the mixup is the presence in NARTB's television code of a clause in opposition to commercial religious contracts. The clause reads:

"A charge for television time to churches and religious bodies is not recommended."

The proposed TV code, already approved in principle by the NARTB TV membership, is slated for final board action in early December. NARTB headquarters currently is revising the text in line with suggestions made by the membership [B•T, Oct. 22].

McRaney's Views

A typical broadcaster comment on the latest Crawford offer is that of Bob McRaney, general manager of WCBI Columbus, Miss.

He said, "Here is an outright invitation for radio to use its medium to solicit funds to support a program paid for on television. It is simply amazing that stations are willing to accept such deals."

Religion has appeared again in the field of per inquiry advertising. This time it takes the form of a Christmas Bible offer by Kenzine Distributors, 6000 Sunset Blvd., Los Angeles.

The company offers "a wonderful Christmas combination offer" consisting in all of a 224-page Bible with pictures and gold initials of the listener, Christmas wreath, 154 Christmas seals and mailing tags "all for just $1."

"As I am not using an agency," wrote Martin L. Strauss, advertising manager, "I can afford to pay $0.40 net to the station."

Then comes the kicker: "In addition we both know that the local announcer can either break or make a deal. Therefore I will pay another $0.05 per order to the announcer, because I feel the additional volume will compensate me."

"A very ethical, conservative" drug house using full-color pages in *The Saturday Evening Post* is marketing an acne ointment for teen-agers through Robert Holley & Co., New York agency, according to a letter sent stations over the signature of Charles J. Cutajar, vice president. The stations are asked if they have a program "on which merchandise is offered on a per inquiry or per sale basis." The product is being advertised in

(Continued on page 105)

MANY of the nation's largest retail organizations have grown out of catalog houses. And catalog houses developed when smart merchandisers made the still neglected discovery that rural and small-city people like to buy things. Often they buy major articles, such as machinery and appliances, as well as clothes and household furnishings. Nearly three-score years ago the mail order house of Cussins & Fearn was started in Columbus. Now it blankets the state with branches, though a nice mail order business continues. Radio has taken an active part in the company's recent growth, sparked by Ray Wunderlich, four-time president of National Houseware Buyers Assn.

BUCKEYE BUCKS

Come Easy When Cussins & Fearn Uses Radio

PHONES were ringing, buzzers buzzing and memos flying out of over-worked type writers around the 40-store Cussins & Fearn chain.

This Ohio organization, doing a vast business in hardware, auto supplies, household articles and all sorts of hard goods, had a problem —an inventory problem that grew out of a clerical mistake.

In any multi-million dollar business, occasional errors in ordering and billings are inevitable.

But here was a new kind of mistake, and Cussins & Fearn found its big Columbus warehouse bulging with garden hose. A blanket order had been sent to a manufacturer for the season's supply of this garden merchandise, stating Cussins & Fearn's estimated needs for the season.

Later, the actual order itself, giving the specific needs, was sent to the manufacturer.

What happened? Well, the delighted manufacturer not only filled the large order necessary to supply Cussins & Fearn's garden-minded clientele all over Ohio but the factory went even farther—it filled the advance estimated order, too.

Quite a crisis in the life of a hardware chain!

But Cussins & Fearn figured a way out. For three years the chain had been using dawn to dusk radio newscasts on WHKC Columbus. Out of the rash of memos, conferences and phone calls came the decision—turn the hose over to the radio department.

* * *

THE catastrophe turned into a bonanza. But let Ray Wunderlich, Cussins & Fearn president, tell in a few words how easily it was done:

"With our warehouse full of hose, we decided it was time for action. We turned to radio and radio saved our necks. For 10 days, half of the spots on our news programs were devoted to sale of garden hose.

"The result? We sold out.

"We could have sold as much more if we had known a summer drought was coming."

Cussins & Fearn blankets an area radiating over 100 miles out of Columbus, with stores located mainly in smaller cities ranging from 4,000 to 40,000.

Seventy-five percent of sales are to the rural and suburban population, according to Mr. Wunderlich.

"You city folks are passing over a tremendous market," he likes to say as he listens to advertising shop talk in metropolitan-minded groups.

Cussins & Fearn started 58 years ago as a little mail order house in Columbus. The business grew and the firm reached 500,000 circulation with its monthly catalogs.

The mail order business continues but the number of catalogs has been cut down to five a year because of radio's sales impact, Mr. Wunderlich declared.

"We hit the rural folks with our news from the time they get up until they go to bed," he said. Rural and small-city people like to keep up with the news."

Coordinating the radio promotion with the Cussins & Fearn advertising and promotion activity is Robert Neer, radio director.

Originally Cussins & Fearn used radio as a "plus—something extra" added to its newspaper and catalog advertising, according to Mr. Wunderlich. Now radio has a very definite place in the company's sales promotion scheme, he added.

"Radio stands so squarely on its own feet," Mr. Wunderlich said, "that radio advertising and merchandising do not go through our advertising office. One man handles radio merchandising exclusively. It is his responsibility to select items for promotion and to inform all 40 store managers around the state what the items will be, well in advance of the time they are on the air."

* * *

THE items are selected three weeks ahead of broadcast time, he continued. Cussins & Fearn insists that merchandise must be "our best in the sense of competitive quality, customer demand, timeliness and price." Mr. Wunderlich explained. The items must be in good supply at all stores so no customer will be disappointed because an article is sold out.

"If you don't have good merchandise at the right price you are wasting the money you spend on radio advertising," he said. "Our stores all over Ohio choose a station that gives complete coverage of our market. We use radio as the 'blanket medium' and let local newspapers do the job of localizing the sales message from each individual store.

"To reach the complete audience of the station we use 10 newscasts each day, five days a week, 6 a.m. to 6:30 p.m., a total of 1½ hours of news daily. Some of these newscasts are 15 minutes, some 10, some 'capsule reports' of five minutes.

"We pick three items each week for radio advertising. Using two or three announcements on each newscast adds up to over 100 spots per week on just these three items.

"There is variety in the way

(Continued on page 36)

Mr. WUNDERLICH

Mr. NEER

NARND MEETS TODAY

'How to Do' is Theme

THREE-DAY annual convention of the National Assn. of Radio News Directors, which opens in Chicago today (Monday), will feature a "how to do it" approach to general news problems.

Jim Bormann of WCCO Minneapolis has planned an agenda of work sessions on wire service coverage, crime reporting, coverage of political conventions, news of atomic energy, television news, access to stories generally, documentary programs and the salability of news shows.

Although all of the invited guest speakers were not definitely committed late last week it was apparent the program would include several top government and news executives. Sen. Richard Russell (D-Ga.), chairman of the Senate Armed Forces Committee, will give a key speech.

The meeting opens this morning at the Hotel Sherman with registration at 9 a.m. and a business session at 10 a.m. when President Ben Chatfield of WMAZ Macon, Ga., will give his annual report and the nominating committee will present its slate.

Nominees for four positions as three-year directors include Mr. Bormann; Jim Byron, WBAP Fort Worth; E. L. Heywood, CFAC Calgary, Alberta, Can.; Mort Linder, WSBT South Bend, Ind.; Russ Van Dyke, KRNT Des Moines; Brooks Watson, WMBD Peoria, Ill.; Ken Miller, KVOO Tulsa, and Paul Wagner, WOSU, Ohio State U., Columbus.

The nominating committee has recommended that Bill Ray, NBC Chicago, and Orrin Melton, KSOO Sioux Falls, fill unexpired directorial terms, Mr. Ray for two years and Mr. Melton for one. Committee members are Jack Krueger, WTMJ Milwaukee; Larry Finley, WEEK Peoria; George Gow, KANS Wichita; Dave Kessler, WHAM Rochester; Godfrey E. Hudson, CFCQ Saskatoon, Can., and Cass Keller, NBC Washington.

Members of NARND will be guests at several luncheons, dinners and cocktail parties planned by private business concerns and wire services. On opening day, after a wire service committee report and discussion in the morning, Malcolm Johnson of International News Service will lead discussion on crime reporting. Ken Fry of the National Democratic committee and Ed Ingle of the Republican Committee will report on plans for the nominating conventions in Chicago next year.

Coverage of the Korean war will be outlined at the opening session Tuesday morning by Phil Newsom of United Press, after which the Television Committee, headed by Sig Mickelson of CBS and Frank McCall of NBC, will make its report. Sen. Russell has been scheduled as the Tuesday luncheon speaker.

A two-hour afternoon session will concern NARND annual awards, during which representatives of winning stations will explain their operating methods.

Bill Ray will describe what his committee has done in helping gain equal access to the news for all media, followed by a report on freedom of information by Bill Steven, assistant executive editor of the Minneapolis *Star* and *Tribune* and a member of the ASNE executive committee. News room policies and operations will be described by Bill Henry of Mutual.

Newspaper-owned station men and Canadian news directors will meet Wednesday morning to hear Wayne D. McMurray, publisher of the Asbury Park *Press*. Charter

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CBS INCOME

39-Week Report Shows Growth

CBS INC. and its domestic subsidiaries had a gross income of $119,731,379 for the first 39 weeks of 1951, compared to $60,658,187 for the same period last year, while net income (after provision for federal income taxes) totaled $3,532,666 as against $2,670,783 for the first 39 weeks of 1950.

These figures, with the 39-week totals for the 1951 period including the operations of Hytron Radio & Electronics Co. and CBS-Columbia Inc. since their acquisition by CBS on June 15, were reported last Thursday in a consolidated income statement for the nine months which ended Sept. 29.

The CBS board of directors announced at the same time a dividend of 40 cents per share on its class A and Class B stock, payable Dec. 7 to stockholders of record at the close of business Nov. 23.

Gross income less discounts, commissions and returns amounted to $86,221,163 for 1951's first 39 weeks compared to $60,658,187 for the same period of 1950. Operating expenses and cost of goods sold totaled $58,936,070 this year as compared to $39,616,098; selling, general and administrative expenses were $17,228,409, against $13,640,241; provision for depreciation, etc., $1,374,830, against $1,118,479, while "miscellaneous" income (less deductions) was $100,812 against $17,414. Income before federal taxes on income amounted to $8,782,666 for the first 39 weeks this year, compared to $6,300,783 for the comparable period of 1950.

* * *

	Nine Months Ending September 29, 1951 (39 Weeks)		September 30, 1950 (39 Weeks)	
GROSS INCOME		$119,931,379		$85,946,982
Less—Discounts, commissions and returns		33,510,216		25,288,795
		$ 86,221,163		$60,658,187
DEDUCT:				
Operating expenses and cost of goods sold	$58,936,070		$39,616,098	
Selling, general and administrative expenses	17,228,409		13,640,241	
Provision for depreciation and amortization of leasehold improvements	1,374,830		1,118,479	
		77,539,309		54,374,818
		$ 8,681,854		$ 6,283,369
Miscellaneous income, less miscellaneous deductions		100,812		17,414
Income before federal taxes on income		$ 8,782,666		$ 6,300,783
Provision for federal taxes on income:				
Income tax	$ 5,175,000		$ 3,200,000	
Excess profits tax	75,000		430,000	
		5,250,000		3,630,000
NET INCOME FOR PERIOD		$ 3,532,666		$ 2,670,783
Earnings per Share		$1.81		$1.56

Notes:

The figures for the first 39 weeks of 1951 include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) since June 15, the date of acquisition. Earnings per share for the 1950 period have been calculated upon the 1,717,352 shares of stock outstanding during and as of the end of such period, and for the 1951 period have been calculated upon 1,956,003 shares of stock, being the average number outstanding for the 39 weeks ended September 29, 1951. The actual number outstanding on such date was 2,337,844 which includes 620,492 shares issued upon the acquisition of the Hytron assets.

The provision for federal taxes on income for the first 39 weeks of 1951 has been calculated in accordance with the Revenue Act of 1951. The 1951 figures reflect estimates, based on presently known factors, of excess profits taxes after giving effect to special credits available under the Revenue Act of 1951 to corporations engaged in television broadcasting prior to January 1, 1951, but are subject to revision when the detailed computations required by law are made.

The provision for federal taxes on income for the first 39 weeks of 1950 as originally reported has been adjusted to reflect a proportionate part of the excess profits taxes for the year based on the Excess Profits Tax Act of 1950. The 1951 results are subject to year end adjustments and to year end audit by Lybrand, Ross Bros. & Montgomery.

November 7, 1951.

ASBURY PARK CASE

NARND Offers Copies

CONVENTIONEERS at the National Assn. of Radio News Directors meeting, starting today in Chicago, can get copies of the Asbury Park decision, NARND President, Ben Chatfield, WMAZ Macon, Ga., has announced.

The decision, handed down by Superior Court Judge C. Thomas Chettino, ordered the Asbury Park, N. J., city council to permit WJLK Asbury Park, N. J., to broadcast a public hearing [B•T, Oct. 1]. Copies of the decision were printed by NARND's Committee on Freedom of Information, headed by William Ray, director of news and special events, NBC Central Div., Chicago. They also will be distributed to radio-TV news editors all over the country, Mr. Chatfield said.

"The . . . decision was a major advance in the campaign for freedom of information for radio and TV stations," Mr. Chatfield said. News editors can get copies at the convention or can write to Mr. Ray or NARND's executive secretary, Soren Munkhof, Hotel Sherman, Chicago.

RADIO NEWSMEN

Named to Assist Schools

VETERAN newsmen from stations in Canada and all sections of the United States have been named to the journalism school speakers bureau of the National Assn. of Radio News Directors.

Ben Chatfield, NARND president, who started the bureau at the request of a group of journalism professors, said that the newsmen appointed will be asked to assist colleges and universities in their areas in teaching fundamentals of radio and TV news gathering and preparation.

Named to the bureau were:

Canada: E. L. Heywood, CFAC Alberta; D. C. Cannings, CKWX Vancouver; D. C. McArthur, CBC Toronto, and A. S. Bready, CJOB Winnipeg.

Rocky Mountains: Paul Sullivan, Intermountain Network, Salt Lake City; Harold G. Bumpus, KVOR Colorado Springs; Sheldon Peterson, KLZ Denver; Dick Leonard, KMYR Denver, and William R. Day, KOA Denver.

West Coast: Jack Beck and Max Roby, KNX Hollywood; William Nietfield, KNBC San Francisco; John Thompson, KNBC San Francisco, and Tal Tripp, KHQ Spokane.

Midwest: Jack Shelley, WHO Des Moines; Jack Krueger, WTMJ Milwaukee; James Bormann, WCCO Minneapolis; Brooks Watson, WMBD Peoria, Ill.; Bruce Barrington, KXOX St. Louis; R. J. Rowley, WXEL Cleveland; Charles Day, WGAR Cleveland; Ed Wallace, WTAM Cleveland; Mort Linder, WSBT South Bend, Indiana; Bob Lyle, WLS Chicago, and William Ray, WMAQ Chicago.

East: Dexter McMullen, WEAN Providence; Tom Bentley, WAVZ New Haven; Sig Mickelson, CBS-TV, New York; Tom Eaton, WTIC Hartford; Dave Kessler, WHAM Rochester; Frank McCall, NBC, New York; and Ted Koop, WTOP-CBS Washington, D. C.

South: James A. Bridges, WSB-TV Atlanta; F. O. Carver, WSJS Winston-Salem; Ralph A. Renick, WTVJ (TV) Miami; Richard Oberlin, WHAS Louisville; Ed Kirk, WPTF Raleigh; John Eure, WDBJ Roanoke, Va.; Ben Chatfield, WMAZ Macon, Ga., and Jack Knell, WBT Charlotte, N. C.

Southwest: James Byron, WBAP Fort Worth; Pat Flaherty, KPRC Houston; Sid Pietzsch, WFAA Dallas; Ken Miller, KVOO Tulsa, and George Gow, KANS Wichita, Kan., and Robert Gadberry, KFBI Wichita.

1776 Advertising in The U.S. 1951

ALL advertising in the United States was stopped at 10 o'clock this morning.

Over 2,000 of the nation's broadcasting stations immediately announced plans for discontinuing operations indefinitely. About 50,000 employes in these organizations will be affected directly—losing their jobs.

Approximately 100,000 in allied industries, it is expected, soon will receive their final paychecks.

Industry spokesman predicted that all of the 108 television stations in the nation will turn off the switches within a week.

The major national networks, stunned by the complete loss of revenue, announced imminent discontinuance of all service.

The nation's newspapers, deriving over half their income from advertising, were readjusting to the situation quickly. Most of them were reducing size by 75 to 85% and at least doubling circulation prices. The American Newspaper Publishers Assn. announced several hundred thousand would lose their jobs.

Many magazines went to the wall immediately. Some were undertaking to follow the newspaper lead—reducing size and raising subscription prices.

Thousands of retail clerks in stores throughout the nation, economists predict, will be unemployed within a week. There will not be sufficient buying traffic in the stores to support the huge retail payroll.

Stores Cancel Orders

Store owners and managers are cancelling orders, given in anticipation of normal business. And, of course, this means that thousands of manufacturers and wholesalers throughout the nation are making plans to reduce production—by closing down plants. Economists predict that unemployment will soar into the millions. With mass production crippled, prices on merchandise will rise sharply—while buying power declines.

Freight carriers—on land, in the air, on water—are having emergency meetings to determine what should be done next. The future looks dismal indeed to them—for there will be little or nothing to carry for profit.

All of this because advertising was stopped at 10 o'clock this morning; all of this because there remains no method to tell the people about the products of their own manufacture.

Tenth story windows are being opened along Wall Street again. Market prices on the Exchange dipped to new lows, as investors foresaw general business bankruptcy throughout the nation. Trading was at a virtual standstill. Plenty of sellers, but no buyers.

Dr. Albert Snailpace, who has been conducting a campaign against "advertising excesses" by organizing citizens' groups throughout the nation, commented: "This is awful." Dr. Snailpace had just been notified that he had lost his faculty job. The university did not expect many of its students to return to the campus for the next semester.

There are emergency sessions of the Cabinet and Congress in Washington, and governors throughout the nation are calling special sessions of general assemblies. Office-holders are beginning to wonder how they will conduct their campaigns now. In big towns and small towns, breadlines are forming—but there will be no bread in a few more days. Grain and cattle markets in Chicago, Omaha, and Kansas City are collapsing. All of this—because advertising stopped at 10 o'clock this morning. There is no voice to tell the buyers about the sellers' wares. There are no dollars to support the mass media that day in and day out, hour in and hour out, convey information to the people.

There are long faces in the Treasury Department—where Defense Bond officials read quickly the handwriting on the wall. Defense Bond sales would drop to a trickle, and inflation would run apace. Department of Defense officials speedily made plans for manpower drafts, for they could expect very few recruits in the absence of selling assistance from the crippled media of the nation. The Red Cross, long thwarted in its attempts—even under ideal conditions—to bring blood banks up to minimum requirements, has given up the fight completely.

Tax Returns Dwindle

The Bureau of Internal Revenue anticipates only a small percentage of the taxes which will be required to meet the growing demands of emergency operation of the nation.

In Korea, where news of the disaster reached men at the fighting front by radio, there is complete bewilderment.

And in Russia, there is a man with an enigmatic smile.

Something had happened in America that reduced that nation to a shambles faster—oh, so very much faster—than could have a thousand atom bombs and a million lives expended.

Harold Fellows' Frightening Fantasy

TO THOSE WHO DENOUNCE ADVERTISING and deem it a parasitic and price-boosting aspect of the American Economy, Harold E. Fellows, NARTB president, has an answer—an effective answer. Suppose all advertising were stopped under official edict. What would happen? The holocaust would reduce to triviality the fantastic events of the famed Man From Mars drama that shocked the populace a decade ago. Tragedy would stalk the nation—and then the world, Mr. Fellows believes. He laid out, on a cold slab, this forecast of the economic and human events that would follow advertising's death in a speech delivered Friday to the Advertising Club of Louisville. Following his fictional delineation, Mr. Fellows recited the basic facts of advertising's role in today's world and called on all advertising people to rededicate the profession "to the good cause of America's free economy."

Mr. Fellows

NEWS SOURCES

NARTB Dist. 7 Hears KBA Plan

KENTUCKY broadcasters plan to counterattack against those who would strip newsmen of the right to protect their news sources.

That was brought out last Thursday at the opening of the NARTB District 7 two-day meeting in Louisville. Charles Warren, WCMI-AM-FM Ashland, president of the Kentucky Broadcasters Assn., told of the association's joint effort with the Kentucky Press Assn. which will result in introduction at the January 1952 session of the State Legislature of legislation to guarantee broadcasters the same privilege currently enjoyed by newspapers.

KBA also had begun work on a bill for control of the sale of narcotics, Mr. Warren stated.

District 7 also heard a fire-eating speech by Raymond A. Kemper, Louisville researcher whose survey of radio circulation in that city has gained nationwide attention [B•T, Oct. 1], charging that "Ratings are Rotten Research."

Dr. Kemper said the broadcasters seemed "strangely intent on committing institutional suicide" by "doing your damndest to beat yourselves to death with a blunt instrument of your devising—'program rating' as a circulation criterion."

Program rating research, even at its most precise development, "will always place the broadcaster in an unfavorable and unfair competitive position in relation to competing media," he said.

"Does the publisher sell his circulation story on the basis of any 'page readership rating' or, more to the point, 'section-of-page rating'?" Dr. Kemper asked. "No, of course he doesn't. The publishers tell the advertiser that he has printed and distributed so many newspapers. He doesn't become involved in any mundane discussion about who reads what page, and how often. The same idea holds for the magazine publisher."

Cites 'Actual Audience'

Radio's competitors "pitch their sales in terms of 'potential audience'" while radiomen pitch theirs in terms of "actual audience," he said.

He pointed out that his celebrated study for WAVE Louisville was undertaken to obtain comparative research. "We tried," he said, "to do something about the need for a more adequate measurement of radio circulation."

In addition, District 7 heard reports from Ray Livesay, WLBH AM-FM Mattoon, president of the Illinois Broadcasters Assn.; and Robert W. Ferguson, WTRF AM-FM Bellaire, president of the Ohio Broadcasters Assn.

Mr. Livesay said that his group had adopted a resolution opposing use by the U. of Illinois of tax money to install television and radio broadcast equipment and against possible reservation of channels for educational broadcasting. His association, Mr. Livesay said, favored use of tax money to produce educational programs which would be seen over existing commercial facilities.

Mr. Ferguson declared that in Ohio broadcasters had attacked what he termed "discriminatory" action. Notable, Mr. Ferguson said, was a ruling by the Ohio tax commissioner that transcriptions were subject to a state sales tax. By action of the broadcasters, Mr. Ferguson added, this had been upset.

All three associations reported progress in campaigns against the charging of fees for broadcasts

(Continued on page 38)

THE WRITER'S LAMENT

IS MANAGEMENT short-changing itself when it keeps continuity budgets pared to the bone? The author of this article believes it is. Cheap help isn't apt to create memorable or productive advertising copy, particularly when the help regards itself as abused and misunderstood. Here are one man's suggestions for improving the morale of the staff writer and, of interest to management, making radio pay off in bigger sales.

By BRUCE F. ANDERSON

THE TERM, continuity writer, is therapeutic—titular Unguentine to soothe the irritated ego of radio's lowest paid talent. But when you slough off the euphemism, a continuity writer emerges as a single woman, usually in her early twenties, who writes advertising for a radio station. She is the one to whom announcers, salesmen, station managers, sponsors, and listeners unconsciously refer when they suffer through a distressing commercial, pivot on their hunkers and groan: *Who writes that stuff, anyhow?*

Radio salesmen live in a solvent world of their own, where nothing disturbs the tranquility but the rustle of contracts and the capping of Parker 51s; newsmen wear loosely-knotted ties and vault casually from Washington to Tokyo on confident "meanwhiles"; announcers are always *your* announcer; and promotion men are born with silver hyperboles in their mouths, the better to spread themselves. The continuity writer has nothing—neither prestige, nor commissions, nor a faithful listener in Grundy Center. And many times she is no more guilty of the atrocities she commits than a chef is guilty of poor cooking, who must make his omelet with aged eggs.

* * *

THE AUTHOR of this article is not female, although he says most continuity writers are. He is, however, qualified on other scores to write on this subject. He entered radio, after a hitch in the wartime merchant marine, at KWYO Sheridan, Wyo., moved to WMT Cedar Rapids as continuity writer and later became continuity director. He's now a WMT staff writer, assigned to special projects. It's a private project of his own to try to get a better shake for writers in radio.

Mr. ANDERSON

Yet the very fact that *she* is the focus of outrage, and not the announcer who read the spot, or the salesman who sold it, proves that her work is important. It also suggests that good writing is important, which is not the same thing as formula writing—symptom of a highly contagious mental disease. Some light was shed on the nature of this disease in a recent study by BAB. The study said: "We find that young people who have no established writing habits or styles of their own are very good prospects." These "copy trainees" are then carefully infected with the writing habits of the incurables until their imaginations calcify. Not mentioned is the freakish aspect of the disease, causing capons to beget capons so that now all of radio is swarming with the little beggers, who of course look upon anyone with a plastic imagination as a thoroughgoing idiot, senior grade.

This article will take up the cudgel for idiots, may even try to explain them. More than that, we'll try to define *good* writing, or at least give some indication of its character.

Who is she, this writer of continuity? In many cases she is a primitive with a powerful yen to scrawl her pictures on the dark wall of the cave. In short, she's fundamentally an artist. Her job as a continuity writer is only temporary, until such time as Scribner's beckons with succulent royalties. This is the secret she hides in her bosom, the religion that saves her from the contamination of her work. In many other cases, she is a craftsman with no literary illusions whatever. In either case, when she turns on the creative spigot, seldom does she direct the full blast into the chainbreaks and minute spots. Why? Maybe an answer will suggest itself when we dissect her job.

Writer vs. Sponsor

She writes advertising. That means that she works in an office five and a half days a week, committing to paper ideas that are supposed to stimulate commerce. These are rarely her own ideas. Most of them were laid by tired businessmen. The writer's job is to reduce these ideas to a consistency suitable for broadcast without damaging the content. Most of the time that's all that's required of her. Most of the time it's not important that she use her imagination, that she communicate with the listener, or even that she sell the product. *The important thing is to keep the sponsor happy, period.* The accepted way of doing this is to serve him his own ideas, garnished with his own pet phrases; and—make no mistake about it—a great deal of continuity is written with this objective in mind. Because radio is enormously effective, merchandise is often sold in spite of it. Often, however, when the copy is bad the merchandise doesn't sell, but that doesn't matter either. It's still possible to keep the sponsor happy by plying him with double shots of that old hokum derivative—"the-important-thing - is - to - keep - your-name-in-front-of-the-public."

Radio executives will argue that there are many enlightened sponsors who love to sell merchandise and welcome new ideas. True, and we should cleave unto them steadfastly. But the radio writer is still prevented from unleashing her talent by a number of further considerations; not the least of which is herself.

She's human. She works for approbation as well as for salary and gets precious little of either. When she knocks herself out on a commercial or a series of commercials, and they're fresh, interesting and effective, she may get a perfunctory pat on the head if she's lucky. Verily the writers of books, plays and newspaper columns have their reward in the sweetest of all bouquets, the by-line. The writer of a radio program is mentioned hastily—if at all—just before the system cue and in a manner that

(Continued on page 66)

DEM., GOP SITE

Pick Chicago Amphitheatre

TELEVISION proved to be the big wheel last week in Chicago discussions among GOP and Democratic party leaders on choice of a convention site for the 1952 national conventions.

Won over by the persuasion of industry representatives — and to the evident displeasure of printed media—party chairmen selected the International Ampitheatre in Chicago for next summer's political parleys.

The amphitheatre, located on Chicago's South Side, will be used for both conventions—the Republican beginning July 7 and the Democratic July 21.

Thus, broadcasters were assured of substantially larger facilities than they would have enjoyed had both parties returned to the Chicago Stadium, the scene of earlier conventions.

The selection was jointly announced Thursday by Frank E. McKinney and Guy Gabrielson, Democratic and GOP national committee chairmen, respectively, following conferences with representatives of CBS and NBC.

The ampitheatre has spacious "wings" and numerous rooms to accommodate radio and television facilities. Requirements of each network were submitted to the Radio Correspondents Assn.'s convention committee, headed by Bill Henry of Mutual, and placed before the national committees.

Over 2,000 radio and 100-plus video stations throughout the country are expected to cover the national conclaves. Costs for radio-TV installations have been estimated at roughly $500,000 [B•T, Oct. 29]. Estimates on individual network costs are placed at about $2 million, covering reimbursements for program cancellations.

Broadcasters Recommend

It was understood that originally the International Ampitheatre was acceptable to the Democrats despite the disapproval of the G.O.P. Both Messrs. McKinney and Gabrielson said in Chicago, however, that the former was "strongly recommended" by broadcast representatives.

Use of the Chicago Stadium would have entailed the construction of an additional building wing to house equipment, at an estimated cost of between $50,000 and $60,000, they were advised.

Economy was also a factor in the party leaders' choice. The amphitheatre will be made available to each party at $6,500 per day on a "package" deal, it was said. That includes air-conditioning, lighting and other services. Building seats 16,000 compared to over 19,000 at the stadium, but an estimated 50 million people are expected to view proceedings on TV. Best bid of the stadium interests, operated by Arthur Wirtz, was $5,000, plus added expenditures.

Among those conferring with national committee leaders were Sig Mickelson, CBS public affairs and news director, and Ferdinand Wankel, NBC technical affairs director.

Standards Not Set

Still to be set are standards governing radio-TV sponsorship of convention events. A code proposed by network representatives is still pending before both national committees. The Democrats planned to discuss possible modifications with Chairman McKinney when he returned from Chicago last weekend. Mr. Gabrielson reportedly has not seen a suggested revised draft.

It was understood that both committees are in substantial agreement on the code, with minor differences in view. Once the committees clear it with their respective chairmen, representatives will be apprised of changes, perhaps by mail. The standards probably will be released within the next fortnight.

Radio-TV and publicity chiefs of both groups met last week to iron out a tentative draft. Attending were Kenneth Fry and Fred Devander for the Democrats and Ed Ingle and William Mylander for the GOP.

The standards are expected to conform substantially to recommendations laid down for the telecasting of Congressional committee hearings. Generally, both parties favor the widest possible coverage on a sustained basis and good programming and technical techniques. The latter principle was a weighty factor in choice of the amphitheatre.

Conditions of radio-TV sponsorship touch on a multitude of problems, including type of sponsor, extent of coverage, exclusivity of sponsor rights, etc.

Non-Political Sponsors

While there is no confirmation from any official, there have been reports that beer or publication advertisers will be passed up. The tendency is to look far afield for an advertiser completely removed from the political arena.

At least one organization—the New York State Women's Christian Temperance Union—has publicized opposition to brewery sponsorship. Then, too, there is a political element involved in the so-called "dry" vote.

ELECTIONS

Radio-TV Lead Coverage

EYES and ears of Americans were glued to television and radio sets last week as **stations throughout** the country gave up-to-the-minute coverage of **state and municipal** elections.

While major networks inserted election bulletins into their usual radio and television newscasts, fullest **coverage of American balloting**—with a heavy local emphasis—was carried by **home stations.**

Networks gave vote counts mostly at station breaks, when local stations could insert local returns. Airtime was given by CBS-TV network to the New York City Council presidency race when the expected victor, Joseph T. Sharkey, conceded to Liberal-Fusion-Independent candidate, Rudolph Halley, while the latter was moderating the CBS-TV thriller, *Crime Syndicated.*

Fairly typical coverage of New York municipal elections was given by ABC's WJZ and WJZ-TV over both radio and television networks; highlight of radio reporting was a WJZ special program from 8:30-9 p.m., when returns were beginning to indicate trends but final results still could not be predicted.

Headquarters Pickups

Pickups from Republican, Democratic, and Liberal Party headquarters were handled by Gordon Fraser, Julian Anthony, and Taylor Grant, respectively, with attention focused on the Sharkey-Halley contest. Program was preceded by bulletins, which started shortly after the polls closed at 7 p.m.

At 10 p.m., ABC's *News of Tomorrow* presented a series of election pickups from points around the country, including the mayoralty race in Philadelphia, and gubernatorial contests in Mississippi and Kentucky. Further bulletins continued until 11 p.m. when Vince Williams went on the AM air with a full roundup of election news. Bulletins continued until the end of the broadcast day at 2 a.m.

Teams of ABC radio producers, engineers, and technicians were assigned to broadcasts by the special events department and, in addition to campaign headquarters, covered various other vantage points throughout the city. A special election-night staff in Radio City handled assembling and tabulating of returns and reports for broadcast condensation.

WJZ-TV carried a special *Election Report* program with Dorian St. George's comments at 9:30 p.m. Tuesday night, utilizing visual aids and film to demonstrate returns as they came in. *World News* with John Daly at 7 p.m. and *Nightcap News* with Mr. St. George at 11 p.m. provided further television coverage of the event, in addition to bulletins which were issued throughout the broadcast evening.

WPIX television cameras, stationed in Madison Square Garden to follow the current horse show, played over election results, posted on a blackboard, to combine sports with political coverage for the night. John Tillman, chief announcer of the Garden event, gave a fill-in on the voting in three-minute segments about every half-hour, with extra bulletins on important developments.

Berryman in Washington *Evening Star*

Intense Coverage

WNEW, independent station, and WNYC, Municipal Broadcasting outlet, followed results closely and continuously throughout the evening, with programming for the night all but given over to New York voting. WOR, member station of MBS, also went into election reports extensively and continuously throughout the evening, with featured reports directly from principal election headquarters. *The New York Times'* station, WQXR, which specializes in classical music, continued its scheduled broadcasts although bulletins were broadcast at frequent intervals. The station gave full reports on its usual hourly news periods. WMGM also gave listeners balloting news as it became known.

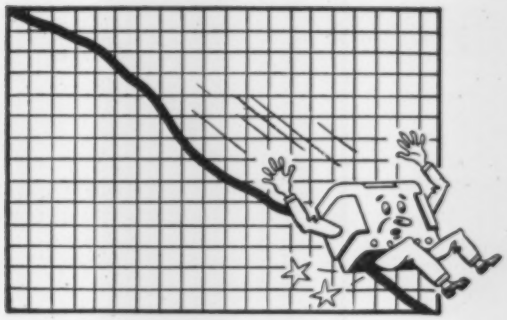
Nearby stations—such as WPAT Paterson, N. J.—broadcast New York results to local listeners. Because local elections returns in Nassau county, Long Island, were not complete until after its sign-off, WHLI Hempstead taped results at local party headquarters and aired them the following morning on its *Commuters' Time.*

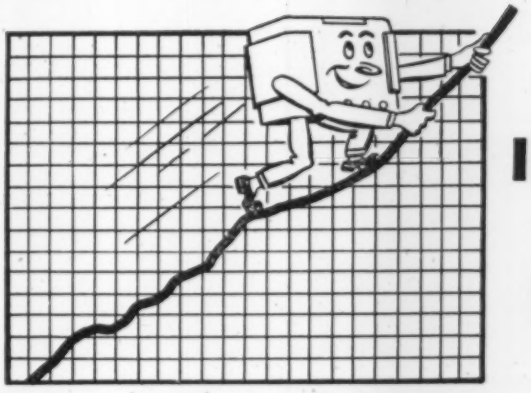
The Halley-Sharkey campaign brought in the famed "Richards Case," so heatedly argued before FCC.

The late G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, had

(Continued on page 30)

WHO SAID MORNING RADIO LISTENING IS "OFF"?





IN *Iowa*, IT'S UP 22.2%

The 1951 Iowa Radio Audience Survey* reveals increased listening for *every* quarter hour, 5 a.m. to 12 noon, 1951 over 1949! The increases range from 4.1% (10:45 to 11 a.m.) to 73.9% (6:45 to 7 a.m.), *with an average quarter-hour increase of 22.2%!*

This remarkable, almost exact comparison is possible because the 1951 Survey asked the same questions about listening habits at these hours, and at approximately the same week of the year as in 1949.

For the twelve-hour period 8 a.m. to 6 p.m. the Survey found an average increase in adult listening of 14.4%! Yet all increases must also be weighed against the fact that *Iowa now has more families, more homes, more car radios, and more multiple-set homes than in 1949!* It all adds up to an even greater *amount* of listening, making your Iowa dollar a better value than ever.

With its 50,000-watt, Clear Channel voice, WHO of course continues to be your best radio buy in Iowa. You can prove this to your own satisfaction by spending a few minutes with the 1951 Iowa Radio Audience Survey. *Write for your complimentary copy today!*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

FUTURE of electronics in 1952, with emphasis on effect of TV freeze living, was probed by this group at panel discussion held Nov. 1 by Transmitter Division of Radio-Television Mfrs. Assn. [B•T, Nov. 5]. Panel members were (l to r): Curtis B. Plummer, chief of Broadcast Bureau, FCC; E. T. Morris Jr., chairman, Electronics Production Board; C. W. Miller, Westinghouse Electric Corp., moderator; Col. C. A. Poutre, Munitions Board; Fred R. Lack, Western Electric Co., chairman, Electronics Industry Advisory Committee.

MACHINE TOOLS

NPA Order Means Few Model Shifts

(See earlier conservation story, page 87)

INDUSTRY trend away from new model changes in radio-TV receivers, occasioned by materials shortages, was implemented with a virtual government ban on machine tool shipments for civilian goods last week.

The "lid" on shipments becomes effective next Feb. 1, but industry authorities felt it would have little practical effect on electronics production of radio, television and other appliances.

After Feb. 1, manufacturers of these so-called Class B products may not receive machine tools for effecting changes in receiver models for the general public. They will be able, however, to obtain replacements for worn out tools.

The order may not be too severe because radio-TV, unlike the automobile industry, is not faced with a large tooling job in most instances.

"The tendency has been to simplify the line of present standard models in recent months and we don't feel our industry will be as hamstrung as perhaps the automobile people," James Secrest, general manager, Radio-Television Mfrs. Assn., told BROADCASTING • TELECASTING in commenting on the new regulation.

That was the opinion, too, of Swan Bergstrom, director of the Metals Division, National Production Authority, which issued the new directive.

Relaxation Seen Later

"While auto producers, and similar groups, will be handicapped by these orders, we do not believe they will be severely hurt," he said. "Machine tools may still be ordered for necessary replacement. Present production models can be continued. As soon as needs of the mobilization program are met, prompt consideration will be given to relaxation of the order."

NPA took this action "as a necessary step in the government's efforts to get the mobilization program tooled up." Output must be doubled in 1952. Hence, production of unrated or non-priority orders must be channeled toward defense and supporting projects.

These items will be affected: Radio and TV receivers, radio-television and AM-FM combinations, radio - TV - phonograph cabinets, portable sets, record players and phonographs, television transmitters, TV antennas, AM-FM studio broadcast equipment and many component products. Manufacturers have been required to file applications to obtain materials for these products under the government's controlled materials plan.

Only companies operating at a government-authorized production rate higher than they were in the period of January-March 1951 are eligible for priority ratings to purchase the tools. The regulation imposes the regulation at the level of the machine tool producer.

NPA was busy on other fronts last week. The agency:

(1) Released a breakdown on percentage of grants and denials of construction projects for radio-TV and other related fields.

(2) Warned that civilian production will slump unless the scrap metal drive is intensified on behalf of mills and foundries.

(3) Designated a list of materials (cobalt, steel, nickel, tungsten, tin, selenium, cadmium carbon electrodes) as "scarce" and thereby subject to anti-hoarding provisions of the Defense Production Act.

MONITORS ASKED

FCC Would Ease Rule

OPERATION of a broadcast station—AM-FM-TV—without monitors or indicating instruments for 60 days without the necessity of getting FCC approval was proposed by the FCC last week.

Measure is one of a series of administrative actions which the Commission's Broadcast Bureau is working on to cut down on its routine workload and red tape.

In its notice of proposed rule-making, the FCC proposed to amend Parts 1 and 3 of the Rules and Standards, as well as Engineering Sections 13, 9 and 10 for AM, FM and TV respectively to accomplish this purpose.

At present, all broadcast stations must get immediate FCC approval to continue operating minus modulation and frequency monitors or indicating instruments. This involves paper work by FCC engineers and clerical help that occupies too much time, according to the FCC staff, particularly in view of the budget cut and reduced personnel ceiling Congress imposed during the last session [B•T, Aug. 20].

Proposal also aims to permit field engineers to authorize such continued operation after the 60-day period when necessary.

Comments on the proposal (FCC Docket No. 10082) are requested by Dec. 3; reply briefs by Dec. 18.

KFMV STUDIOS

KBIG Avalon to Use

WITH PRICE at "around $40,000," John H. Poole has acquired the former studios of KFMV (FM) at 6540 Sunset Blvd. as Hollywood studios and general offices for KBIG Avalon, Calif., new 10 kw daytime station on 740 kc, directional, now under construction and scheduled to start operating in March 1952.

Constructed in 1948 at cost of more than $120,000, KFMV's Hollywood studios were acquired by Mr. Poole from Harry Maizlish, president and general manager of KFWB there, who purchased them along with KFMV from Union Broadcasting Corp. of California, subject to FCC approval [B•T, Sept. 24].

Mr. Poole sold his Pasadena station KALI to Consolidated Broadcasting Corp. to comply with FCC duopoly regulations [see FCC ROUNDUP, page 103]. He also operates experimental UHF television station KM2XAZ Long Beach, now being moved to Mt. Wilson, overlooking Pasadena. Mr. Poole also is former owner of KSMA Santa Maria, Calif.

The KBIG transmitter will be located on Santa Catalina Island. Programs will be microwaved from Hollywood to the transmitter, supplementing broadcasting originating at Avalon.

Sunset Blvd. studios have not been used by KFMV since last April.

STATION EXCHANGE

Involves KTOK And WEEK

CONTRACTS were signed last week for the exchange of O. L. (Ted) Taylor's KTOK Oklahoma City for the Sen. Robert S. Kerr-Dean McGee group's WEEK Peoria, which Mr. Taylor then would sell to Fred L. Vance for $225,000.

The proposed transfers are subject to the customary FCC approval, applications for which are now being prepared.

The KTOK-for-WEEK exchange was described as a "straight trade," involving no consideration other than the physical assets of the respective stations. Although giving up WEEK, the Kerr-McGee group will retain a 30% interest in a separate corporation which is applying for a TV station for WEEK. Mr. Taylor will retain 15% in the same company. Mr. Vance as new owner of WEEK also will hold control of the applicant for WEEK-TV with 55%.

Mr. Vance, a native of Peoria, currently is manager of the Dallas office of Mr. Taylor's O. L. Taylor Co., station representative firm. He was schooled in Peoria and at the U. of Illinois, and entered radio on the station he now is buying. He subsequently served as national sales manager of KTSA San Antonio during its ownership by Mr. Taylor, and later was in charge of sales for WOAI-TV San Antonio before joining the Taylor representative firm last January. Now 33, Mr. Vance during World War II entered the Navy as an ensign and emerged as a Lieutenant-Commander.

Mr. Taylor

Mr. Vance

He is in the process of forming a new corporation to operate WEEK. He will own controlling shares, with minority interests to be held by his father; his sister, Harriet Vance Parkhurst, and his brother, Charles Vance of Chicago.

The transactions reduce Mr. Taylor's radio ownership to two outlets: KRGV Weslaco, Tex., and KANS Wichita, both licensed to Taylor Radio & Television Corp.

The Kerr-McGee group also owns KRMG Tulsa. They are applicants for TV in Tulsa, and plan to apply for TV in Oklahoma City, via KTOK.

WEEK is a 1-kw NBC affiliate on 1350 kc. KTOK, an ABC affiliate, operates on 1000 kc with 5 kw day and 1 kw night.

K J B S

SAN FRANCISCO

"The West's Leading Independent"

joins the growing family of H-R stations by announcing

the appointment of

H-R REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

as Exclusive National Representatives

effective January 1.

Dwight Reed, Carlin French, Frank Pellegrin, Paul Weeks, Frank Headley

KJBS—the West's Leading Independent—is happy to be represented by these five H-R owner-salesmen, *backed up by their competent sales staffs* and two outstanding West Coast managers, all of whom will be serving you—and us—beginning January 1.

Harold Lindley
Los Angeles

James Alspaugh
San Francisco

CAPEHART PLAN

OPS Makes Effective

IN AN obvious maneuver to allay further criticism from industry, the government's price stabilizers last week executed a strategic retreat on the controversial Capehart cost formula.

In simultaneous actions, the Office of Price Stabilization:

● Granted manufacturers the option of adjusting their ceiling prices on the basis of advertising, selling, research and other "overhead" costs since the advent of the Korean war, in addition to computing costs under present regulations.

● Set a mandatory effective date of Dec. 19 on new price regulations affecting manufacturers.

Thus, OPS Ceiling Price Regulation 22—which had been issued last April as an interim measure—goes into effect on a compulsory basis. Increases are permitted to be "self-executed" once manufacturers have filed applications with the agency. The way was left open, however, for review.

The "retreat" accomplished by the government's action is implied in the explanation that manufacturers "who are eligible for adjustments but who do not wish to recalculate their ceilings [under CPR 22] immediately may elect to use the [Capehart plan option] at a later time."

It also was pointed out that the supplementary regulations "will involve complex calculations by manufacturers choosing to use them." For all practical purposes, if not technically, manufacturers have not been allowed to compute advertising and related expenses in the price of finished products while having to absorb labor costs.

Presumably it is the hope of OPS that manufacturers will await a "later time" to file—perhaps after Congress amends the present law to conform more closely with administration views and thus take OPS off the price hook.

Covers 70,000 Firms

The administration's objective was to impose formula for costs across the board for each industry and relieve the agency of ministering to individual applicants.

The new directive covers some 70,000 manufacturers, including makers of radio-TV receivers and other consumer durable goods. The set-producers have sought a tailored price regulation for their own industry, particularly to reflect the development and growth of TV, contending that CPR is generally unsuitable [B•T, Oct. 22].

Whether a specific regulation still would be issued for these firms was not known. In the event, however, that these manufacturers remain subject to CPR 22, it was felt the majority of them would not choose to exercise the Capehart option. Bulging inventories, coupled with slackened consumer demand might dissuade them to forestall this move until such time as the market warrants price increases. Industry has been operating at a slim profit level.

Manufacturers may obtain adjusted ceilings by filing on Public Form 100, to be made available shortly at OPS regional and district offices.

The cost formula is the work of Sen. Homer Capehart (R-Ind.). A substitute version subsequently was prepared by administration forces, only to be bottled up in the House Rules Committee after Senate approval. During the interim, OPS sat out petitions for adjustments pending action on Capitol Hill [B•T, Oct. 15, 8].

Sets Cutoff Date

The so-called cutoff date on the new supplementary directive is July 26, 1951. One condition imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date.

Price stabilizers also revealed they would issue shortly another order which would permit manufacturers seeking adjustment under the Capehart option a further alternative of adjusting either their prices under CPR 22 or base period prices. In this way, OPS explained, they may maintain price relationships among different products prevailing under existing government ceiling regulations.

Also forthcoming is a regulation governing manufacturers not under CPR 22 and doing less than $250,000 of business each year. This would provide a simplified method for adjusting maximum prices. Another order governing radio, household and auto appliances also is in the mill.

The government's action was explained by Price Stabilizer Michael DiSalle at a news conference last Thursday. Doubtless, it will serve to allay fears that the administration seeks to curtail advertising budgets and even exercise indirect control over broadcast and printed media.

Part of that concern arose over the language of price regulations allowing for increases in overhead costs, except those considered "unreasonable or excessive" as determined by the President. This has been interpreted in OPS quarters as meaning relief would be denied unless a company is losing money on its products.

Mr. DiSalle said Thursday this provision will have to be decided on an individual basis within the agency if it should consider a review of applications after new ceilings go into effect. Apparently scrapped for the time being, at least, is the plan for uniform cost formulas for each industry. These presumably would have encompassed an allowance for reasonable expenses incurred in advertising, selling, research and administration. Labor costs already were included under CPR 22.

Provisions Compared

Here is a comparison of provisions under CPR 22 with those of the new supplementary regulation:

(1) CPR 22—(Base Period). Any of the four quarters between July 1, 1949 and June 30, 1950 may be used for a base period for determining pre-Korean prices and costs.

(1-A) New Order—Manufacturers may use only the period, Jan. 1 to June 24, 1950, or the two 1950 quarters as under CPR 22.

(2) CPR 22—(Alternative methods). Permits cost increases to be figured from the end of the base quarter selected by manufacturers.

(2-A) New order — Provides three alternative methods: (a) from the date on which manufacturer received highest price between Jan. 1 and June 24, 1950; (b) June 24, 1950 for all commodities; (c) from the last day of the two 1950 base period quarters under the original regulations.

(3) CPR 22—(Labor costs). Provides increases in labor costs up to March 15, 1951 and boosts in most materials to either (a) Dec. 31, 1950, or (b) March 15, 1951, depending upon material involved.

(3-A) New Order — Sets July 26,

(Continued on page 84)

POLITICAL TIME

Judge Orders KSFO To Air Show

A FEDERAL District judge in San Francisco has ruled that a radio station cannot refuse to sell air time to Communist candidates for political office. Such refusal would constitute censorship which is not a right of a station owner.

The decision was returned by Federal Judge Oliver J. Carter in a case involving KSFO San Francisco and Oleta O'Connor Yates, one of the West Coast Communist leaders recently jailed on conspiracy charges in Los Angeles. Mrs. Yates was a candidate for the San Francisco Board of Supervisors.

Mrs. Yates had bought time to publicize her campaign on KSFO and, according to testimony offered by her husband, Allan T. Yates, KSFO accepted $80 for the time—a 15-minute period Nov. 2. But prior to the scheduled time, KSFO announced it would not allow the program on the air "in the best interests of the public."

Mrs. Yates, who still is in jail and unable to raise $50,000 bail pending her conspiracy trial, protested the cancellation in court. Judge Carter found in her favor and issued an order directing KSFO to grant her equal opportunity with other candidates to present her platform to the voters. His order was issued just 40 minutes before the program was to go on the air as scheduled.

Attorney for Mrs. Yates had argued that the cancellation by the station was "an obvious attempt by the station at censorship."

In his finding for Mrs. Yates, Judge Carter said: "The station has not the right to enforce censorship, but at the same time the station bears no responsibility for what is said and cannot be sued for libel. If the program consists of Communist propaganda, that is not the station's fault."

Asks Damages

The action was brought in the form of a suit for damages and petition for a temporary restraining order preventing KSFO from cancelling the time purchase.

The suit asked $5,000 general damages and $1,000 exemplary damages on the grounds that the station acted in malice in attempting to cancel the time after it had been sold. The fact that the restraining order was granted and the program went on the air removed the grounds for the general damages, but the attorney for Mrs. Yates said he would press the action for exemplary damages.

KSFO must now file an answer to the damage suit.

At the hearing preceding the judge's decision, it was pointed out that the issue did not involve a candidate speaking for herself but rather a presentation of a skit supporting her candidacy.

The judge said that he felt that because the station had sold time to supporters of other candidates, it must also grant opportunity to supporters of Mrs. Yates to be heard.

upcoming

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-13: NARTB District 3 meeting, William Penn Hotel, Pittsburgh.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-16: RTMA industry conference, Conrad Hilton Hotel, Chicago.

Nov. 14: Columbia Affiliates Advisory Board meeting, District 9, Hotel Utah, Salt Lake City.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 15-16: NARTB District 1 meeting, Hotel Somerset, Boston.

Nov. 16-18: American Women in Radio and Television, New York State Chapter annual conference, Ten Eyck Hotel, Albany, N. Y.

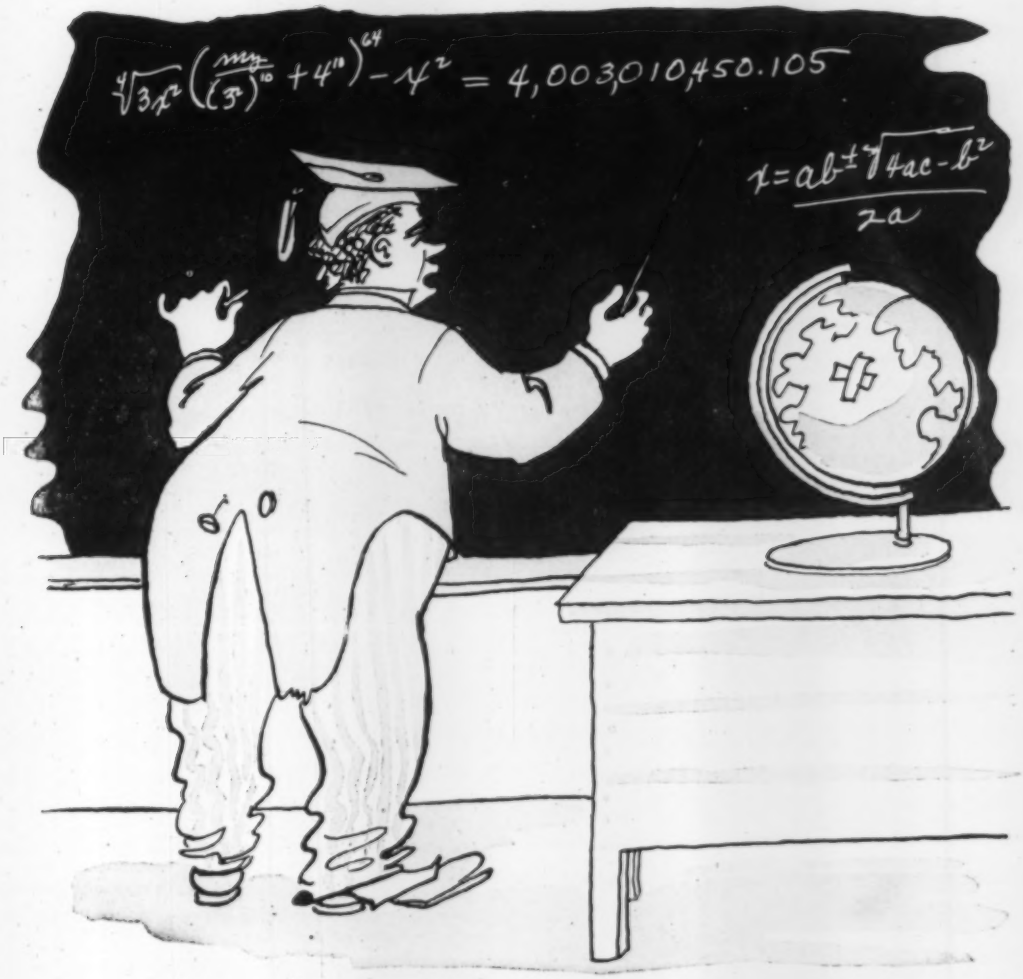
Nov. 18-21: Public Relations Society of America, fourth annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.

Nov. 21: Maryland-District of Columbia organization meeting, Emerson Hotel, Baltimore.

Nov. 22-24: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.



"At this ratio, we could carry 38 minutes of commercials per hour."

Yes, if radio worked on the same basis as many newspapers, 64% of air time would be commercials!

Maybe that's another reason why people spend 66% more time with radio than with newspapers in the WAVE area!

WAVE, however, works on about a 10% ratio, *and still gives you 1000 one-minute, Class-A impressions for only 37c!*

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

KLZ — 30 YEARS OF SERVICE

PALMER HOYT
Editor and Publisher
The Denver Post

"...KLZ's editorial round-up rates a banner-line salute!"

"Ep" Hoyt, one of America's leaders in journalism and editor and publisher of The Denver Post, says "KLZ's editorial round-up rates a banner-line salute." Hoyt was referring to the weekly digest of state-wide editorial opinion, "Colorado Speaks." One of the many KLZ creations in the public interest, the program is now in its 11th year on the air.

KLZ

5000 WATTS CBS 560 KC

DENVER'S NO. 1 HOOPER STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Buckeye Bucks

(Continued from page 26)

they are presented but highlights and selling points of the items are repeated. We keep hammering away at the fact that we have the items, that they're good and that they are values at the price offered. We prefer short, punchy copy and we like announcers who know how to emphasize the sales points."

Now, the key question: "Does radio sell merchandise?"

It certainly does, according to Mr. Wunderlich.

"Storm doors were more plentiful this year," he said. "During the first week in September we used two spots on each newscast—10 times each day. We told the customers Cussins & Fearn was well stocked with storm doors and windows.

"We did this in early September when it was warm and sunny whereas last year we had our sale in October.

"With radio this year our gain in sales was 35% over last year. We had to re-order storm doors and windows 30 days before the season for this merchandise in order to meet normal demands during the time people are more aware of winter's coming.

"Two weeks ago radio did another outstanding job. We had a 60-day inventory of roofing material, a regular stock in anticipation of normal demand. We advertised on the air at the regular price, without promoting the item as a sale.

"We sold so much roofing that we have ordered four more carloads for our Columbus stores alone. We're going to repeat these spots because we're confident they will sell still more for us.

"I would sum it up with this advice to anyone curious about the best buy in radio. Whatever radio time you buy, spots or programs, buy enough. Be sure your requirements are covered. Blanket your area and your audience if you want results in a very competitive market.

"If you have many outlets, as we do, let radio offer only merchandise available in quantity in all of them. Advertise only good merchandise at a good price. Push and display that merchandise in the store to take full advantage of the repetition of your sales message on the air.

"Radio will not supplant your other advertising media but works with them. If you use radio the right way, it carries its own weight. The results it gives you are worth the price you pay. Let radio build your store's reputation—by repetition."

Mitchell-Rowles

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, and Mary Virginia Rowles, daughter of Mr. and Mrs. Clark H. Pool, of Scarsdale, N. Y., were married Nov. 3 in Scarsdale.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA WEEK
SEPTEMBER 30-OCTOBER 6, 1951
NIELSEN-RATING *

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	13.9
2	Lux Radio Theatre (CBS)	13.7
3	Walter Winchell (ABC)	12.4
4	Amos 'n' Andy (CBS)	11.9
5	You Bet Your Life (NBC)	11.3
6	Mr. & Mrs. North (CBS)	10.9
7	Gangbusters (CBS)	10.5
8	Godfrey's Talent Scouts (CBS)	10.5
9	Bing Crosby Show (CBS)	9.9
10	Dragnet (NBC)	9.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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WKOW HEARING

Ordered by FCC Jan. 21

HEARING on license renewal of WKOW Madison, Wis., was set by the FCC last week for Jan. 21, 1952, in order to obtain full information regarding the station's arrangements with Atlass Amusement Co. [B•T, May 21].

Station, which is headed by Stewart Watson, contracted in June 1950 for the Atlass company to take over management [B•T, June 5, 1950]. Leslie Atlass Jr., son of the CBS Central Division vice president, Leslie Sr., is president of the management company.

Shortly after the station was taken under the wing of the Atlass management, it switched from an MBS to a CBS affiliation. The FCC has set as one of the issues in the hearing a full disclosure of all parties to the affiliation agreement with CBS.

Comr. Edward M. Webster dissented. Comr. Paul A. Walker did not participate.

FUR ADV. GUIDE

Hearing Set Dec. 4

HEARINGS have been set by the Federal Trade Commission for Dec. 4 on a proposed Fur Products Name Guide, to be used by advertisers after Aug. 9, 1952, when the new Fur Products Labeling Act becomes effective.

Only those names listed in the guide, slated for issuance by next February, may be used by firms under provisions of the new act governing the advertising, labeling and invoicing of fur and fur products. The public hearings will be held at the FTC Bldg. in Washington at 10 a.m.

Fur dealers have not been among the largest users of either TV or radio network or spot time. Most of the billings have centered at the local community level in Chicago, New York and other large cities.

The facts about radio in California's $660 Million* FRESNO MARKET

BMB FOR SPRING 1949

COUNTIES	PERIOD	KMJ TOTAL WEEKLY AUDIENCE Families	2ND STATION TOTAL WEEKLY AUDIENCE Families	PLUS FOR KMJ %
FRESNO	D	71,950	60,490	18.9
	N	74,060	61,870	19.7
KINGS	D	13,080	10,500	24.6
	N	13,270	10,440	27.1
MADERA	D	7,740	4,740	63.3
	N	7,930	4,550	74.3
TULARE	D	38,380	31,130	23.2
	N	35,470	27,700	28.1
TOTAL 4-COUNTY MARKET	D	131,150	106,860	22.7
	N	130,730	104,560	25.0

Note that in each of the 4 counties — and in the market as a whole — KMJ leads in *total weekly audience*, both daytime and nighttime. In 6 or 7 days or nights audience, KMJ also leads — anywhere from 57% to 201% over the next station!

IN THE WHOLE 4-COUNTY MARKET, KMJ IS THE TOP STATION**

AND IN THE CITY OF FRESNO, KMJ is the top station, too — Latest Hooper (Oct. 1950 through Feb. 1951) shows KMJ has highest rating during all 4 segments. KMJ also leads in 5 out of the 7 individual *evenings* rated. And of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!

*Sales Management's 1951 Survey of Buying Power, Net EBI. ** U.S. Dept of Commerce Wholesale Trading Area.

NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC. NBC 5,000 WATTS

One of the Bonanza Beeline Stations... McClatchy Broadcasting Company

Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE

NARND Meets Today

(Continued from page 27)

Heslep of the Atomic Energy Commission also will appear that morning.

In the afternoon, Fred Friendly of CBS will outline building of documentaries and Oliver Gramling of Associated Press will show a strip film on the salability of news. Winners of the NARND awards competition will be presented at the closing banquet.

The NARND board met Sunday before the convention opening and will convene again Wednesday morning. Present officers, in addition to President Chatfield, are Mr. Bormann, first vice president; Tom Eaton, WTIC Hartford, second vice president; Soren Munkhof, WOW-TV Omaha, executive secretary, and Sheldon Peterson, KLZ Denver, treasurer.

Agenda for the three days is as follows:

Sunday, November 11

2:30 p.m., Meeting of Board of Directors (House on the Roof).

Monday, November 12

9:00 a.m., Registration; 10:00 a.m., Report by President and following committees: Resolutions, Nominations, Education, Standards, Constitution, and News Room Operations; 11:30 a.m., Wire Service Committee report and discussion; 12:15 p.m., Luncheon and Speaker (Sen. Richard Russell), (Sears Host); 1:30 p.m., Crime Reporting (Malcolm Johnson of INS); 3:30 p.m., Ken Fry—Ed Ingle (Demo. and GOP Convention plans); 5:00 p.m., Cocktails (INS Host); 7:15 p.m., Dinner at Drake (American Meat Institute Host); 9:30 p.m., Bull Session.

Tuesday, November 13

8:30 a.m., Pancake breakfast (Pillsbury); 9:30 a.m., Phil Newsom of UP (War coverage); 10:30 a.m., TV Committee report and discussion headed by Sig Mickelson of CBS and Frank McCall of NBC; 12:15 p.m., Luncheon and speaker (to be announced), (U. S. Steel Host); 1:30 p.m., NARND award competition committee report and discussion; 2:30 p.m., Building the Documentary program (Fred Friendly); 3:30 p.m., Report by Bill Ray's committee on equal access to news with Bill Steven as guest speaker; 5:00 p.m., Cocktails (AP Host); 9:30 p.m.-10:00 p.m., Debate (Senators McCarthy and others to be announced), (Broadcast over CBS); 10:00 p.m., CBS affiliates session.

Wednesday, November 14

9:30 a.m., (a) Newspaper-owned stations committee report and discussion, (Publisher, Asbury Park paper); (b) Canadian news directors meeting and discussion; 10:30 a.m.-12 noon, Business session, election of officers, adoption of resolutions; 12:15 p.m., Luncheon with speaker (Charter Heslep of AEC), (Ford or Hallicrafters Host); 1:30 p.m., to be announced; 3:30 p.m., Oliver Gramling of Associated Press—Salability of News; 5:00 p.m., Cocktail Party (UP Host); 7:00 p.m., Convention Banquet (Presentation NARND awards); 10:00 p.m., Board of Directors Meeting.

News Sources

(Continued from page 28)

of high school athletic contests.

Mr. Ferguson reported that in Ohio the state high school association had advised each school that it could control its own fees, but had recommended that none be charged. In the state basketball tournament, he said, the charge had been cut to a straight $25 for each station. This he called a nominal fee to control the number of broadcasters.

Mr. Livesay said that in Illinois rights were given upon payment of a sliding scale based on distance from the tournament site and the number of tournament games carried.

Mr. Warren said that in Kentucky action had been taken and in some cases no fees were charged.

At a question period following an address by President Harold Fellows of NARTB, Victor Sholis, WHAS Louisville, urged that trade associations give greater attention to industry-wide problems on an industry-wide basis.

Mentioning the All-Industry TV Per Program Committee, he said that since whatever agreement was finally recommended by that committee and became standard for television he felt would eventually apply to all radio. Thus, he said, radio should join and the "splinter committee" should be brought into a united support. Mr. Sholis was particularly worried over the present plan of payment to ASCAP on the basis of spot announcement adjacencies where the spot did not carry ASCAP music.

There was considerable discussion of station responsibility in regard to political broadcasting, as well. Robert C. Fehlman, WHBC Canton, Ohio, brought the matter up after Hecht Lackey, WSON Henderson, Ky., had asked if NARTB had any plan for libel insurance.

Mr. Fellows had replied to Mr. Lackey that libel insurance was awaiting completion of present plans for health and life group insurance as well as tower insurance. The libel action against KBI Seattle was cited, where the station had been held liable for words used by a network commentator.

Mr. Fellows held that the "due caution" clause in most libel laws should protect stations sued for network programs. Mr. Fehlman asked what would be the responsibility of stations on a state-wide political hook-up or where one station fed several others. Ralph Hardy, director, NARTB Government Relations Dept., said the Hoffman Bill for which he urged support by broadcasters should be of help in this regard. This bill, he said, would establish that a broadcaster was not liable on political program utterances, nor could he censor them.

In response to a question by Vernon Nolte, WHIZ Zanesville, Ohio, Mr. Fellows said that several stations at this election had announced that the station as an entity was supporting certain candidates. He said he felt that there was no objection to such a course by the FCC as long as equivalent time was given to the opposition.

Mr. Lackey pointed out that under Kentucky law at least no time could be given to a candidate under any interpretation of the law and that some stations had been called by the FCC when they gave such time to candidates for rebuttal.

MBS

5 KW-Day & Night
37 KW-FM Bonus

WTSP

(TAMPA—ST. PETERSBURG, FLORIDA)

proudly announces the appointment of

H-R REPRESENTATIVES, INC.

as exclusive national sales representatives

EFFECTIVE IMMEDIATELY

Covering Florida's West Coast Market

1. WTSP serves a primary area of 581,000 permanent population
2. Plus—A wintertime population of 1,231,000
3. The leading sports station
4. Mornings & afternoons—Consistently the highest audience rated station in St. Petersburg!

F. J. "JOE" KELLEY, V. Pres. and Gen. Mgr.

KPRC Delivers

the lowest cost per-thousand

in the fabulous Houston market

- **Network station B's cost-per-thousand is *52% HIGHER than KPRC*****
- **Network station C's cost-per-thousand is *142% HIGHER than KPRC*****

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 time Daytime Quarter Hour Rate.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager

Represented Nationally by
EDWARD PETRY & CO.

KPRC
HOUSTON

A-6-51

Strictly Business

(Continued from page 18)

free enterprise and free government. Chet Ruth was born in Kimball, S. D., in 1892. The family moved in his childhood to Mitchell, S. D. There he reported for the local paper while attending high school and Dakota Wesleyan U., learning to set type in the process. Eager to move along in journalism, he went to Cleveland in 1916 and got a job on the *Leader*. With the United States becoming actively involved in World War I he and his brother joined the Marines because they wanted action quickly, and lots of it. Four months later they were in France where they had two years of action.

Just before enlisting he had married. After the war he moved over to the *Cleveland News*, spending evenings taking the Cleveland Ad Club's night course. First advertising connection was at a Canton, Ohio, agency, Paul Moffett Co. Newspaperdom called again and he got a job on the *Canton Daily News*, but this time it was on the advertising side. Later he became advertising manager at a local department store and in 1926 joined United Alloy Steel Co.

A few years later Republic Steel Co. was formed with United as one of its units. Mr. Ruth was installed in the organization's advertising department as assistant advertising manager and in 1939 became director of advertising.

Republic is not presently very active in radio or television, but Mr. Ruth likes both media and recalls a highly successful radio series in 1947, *Songs America Sings*. Up the line at Republic there is opposition to radio and TV but the administrative officials feel these media can't be ignored by a company that wants to maintain good relations with its 70,000 employes and 60,000 stockholders.

Mr. Ruth is a past president of the Cleveland Ad Club and director of Assn. of National Advertisers. He was vice president for one year of Advertising Federation of America. His faith is Presbyterian. Principal hobby is fishing in remote Canadian lakes. He has one son, an eye surgeon.

Canadian Music

CANADIAN broadcasters predict a battle with the Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, on 1952 copyright fees. Preparations within the broadcasting industry are being made for a possible long fight. CAPAC is understood to be asking for about 2¼% of station gross revenue plus a half-cent per person in each station's area. This will bring the annual fee far in excess of the present 7 cents per licensed receiver now paid to CAPAC by independent stations and a similar amount by CBC. Hearings before the Canadian Copyright Board take place annually in November.

dominating a rich Industrial Market! . . .

do as over 600 local advertisers do to get their share of 238,000,000 retail dollars!

sell your product over Flint's FIRST STATION WFDF

The greatest General Motors plant city in the world . . . that's hustling, booming Flint. Saturating this whole area with their sales messages is Flint's first station,* WFDF.

Record earnings ($6134 per family, per year; $1613 above the national average!), record sales (over $238,000,000 retail dollars this year!), increase local merchants' reliance on WFDF to put across their sales message. You, too, can rely on WFDF!

910 Kilocycles

Represented by the Katz Agency

* See your Hooper

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

One of America's Pioneer Stations—now in our 30th year. Associated with WOOD and WOOD TV Grand Rapids—WFBM and WFBM TV Indianapolis—WEOA Evansville.

NBC BUYS LAND

For West Coast Center

PAYING $120,487, NBC exercised its option last Tuesday on nine acres of Burbank, Calif., city-owned land, which will be part of proposed 49-acre, $25 million West Coast Radio-Television Center. Three extensions of time on the option had been granted to the network [B•T, Sept. 24].

Located on Alameda Ave., between St. Joseph Hospital and Warner Bros. studio property, the site of the NBC project consists of 19 acres of Burbank City park land and 30 acres acquired from movie company.

Total purchase price to Burbank for its 19 acres was $263,287. Warner Bros. reportedly received $750,000 from NBC for 30 acres. Included in the Warner Bros. deal is a working agreement for NBC's use of sound stages and other studio facilities, it was said. Construction of the contemplated NBC Radio-Television Center will not get under way until sometime in 1953, it was understood. Although repeatedly denied, NBC will sell its present Western Division headquarters site at Sunset Blvd. and Vine St., when the new project is completed.

INDUSTRIAL GOODS

Are Shown in Chicago

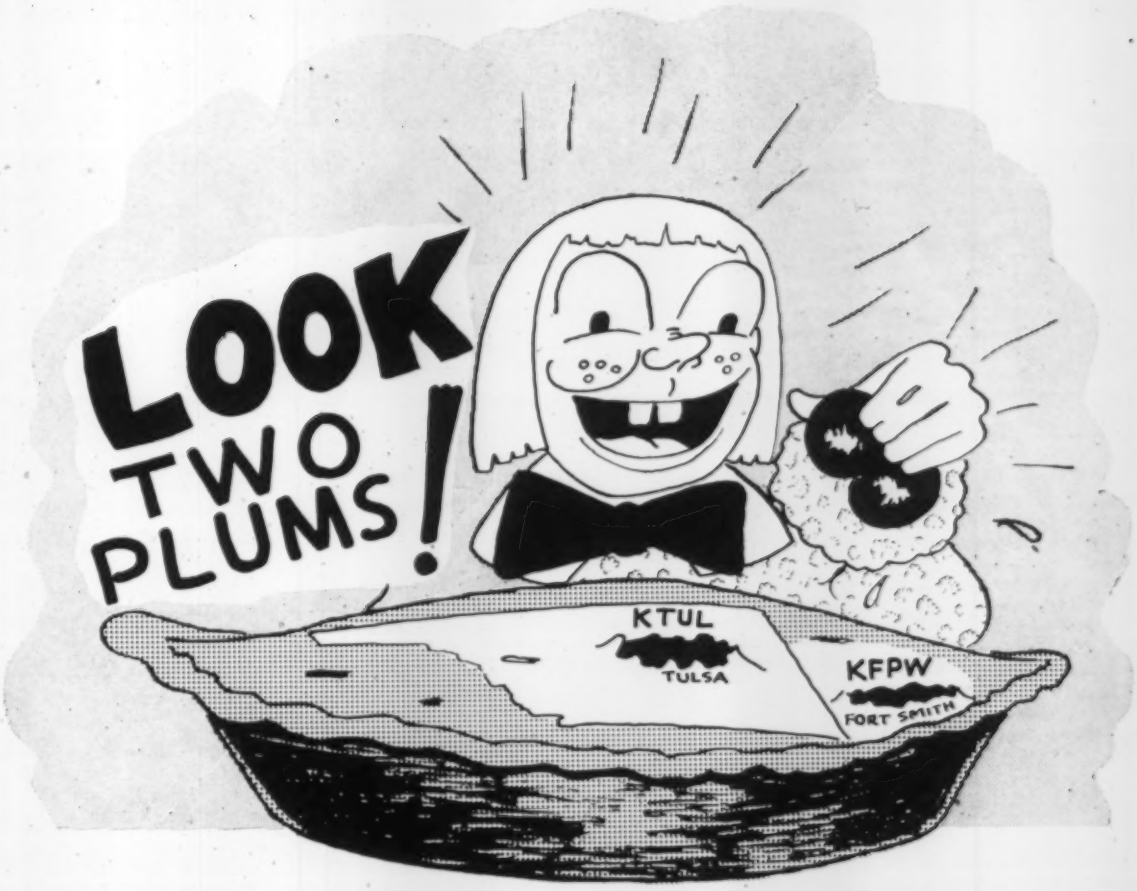
FOURTH annual showing of industrial electronics equipment was sponsored in Chicago Nov. 2 by Newark Electric Co. with more than 40 major manufacturers represented. Test equipment, tubes, components and small parts were exhibited and demonstrated at a private showing before dinner in the Conrad Hilton Hotel.

Companies represented included Aerovox Corp., Advance Electric and Relay Co., American Phenolic Corp., Ampex Electrical Corp., Belden Mfg. Co., Cann Electrical Development Co., Chicago Transformer Corp., Electro-Voice Inc., Eitel-McCullough Inc., General Electric Co., Grayhill, Hallicrafters Co.

Others were Jensen Mfg. Co., Minnesota Mining and Manufacturing Co., Ohmite Mfg. Co., RCA, Shure Bros., Sola Electric Co., Sprague Products Co., Standard Transformer Corp. and Sylvania Electric Products.

McDowell to Law Firm

JAMES C. McDOWELL has joined the law firm of Arthur W. Scharfeld in Washington, D. C. Born in Auburndale, Fla., Jan. 4, 1922, Mr. McDowell received his bachelor of arts degree from the U. of Florida in 1943, his LL.B. from Harvard Law School last June. He was an announcer at WRUF Gainesville (U. of Florida). He was in the Navy during World War II with three months' combat duty in the Okinawa campaign. Mr. McDowell was combination announcer-radio operator at WSPB Sarasota, Fla., and WLAK Lakeland, Fla. He is a member of the bar, District of Columbia, member of the Chancery Club, Powell Club, and of the board of directors, Harvard Law School Forum.



HIT THE JACKPOT With ONE OPERATION!

★ The BILLION-DOLLAR MARKET *of* EASTERN OKLAHOMA'S MAGIC EMPIRE— *Plus* THE RICH FORT SMITH TRADE AREA— SHOPPING CENTER *of* WESTERN ARKANSAS.

The AUDIENCE ACTION TEAM

KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—*Vice President, General Manager*

AVERY-KNODEL, Inc., *Nat'l Representative*

AFFILIATED WITH KOMA, OKLAHOMA CITY

ARMED FORCES
Radio-TV Time Set

RADIO-TV is again marshalling its forces on behalf of a vital national campaign, this time to spur enlistment of women for the armed services.

President Truman was slated to lead the way with a tape-recorded and filmed address scheduled on all major radio and television networks yesterday (Sunday).

An ambitious series of public service programs have been lined up by the Office of Public Information, Dept. of Defense, which is launching the drive in all media under the direction of Charles Dillon, OPI's radio-TV chief. Purpose is to recruit 75,000 women for the armed forces by next June.

The campaign ties in with the recently appointed Defense Advisory Committee on Women in the Services comprising broadcasters and other noted persons. The Advertising Council also is participating, though it has not yet announced allocations.

Aside from radio-television network commitments, tape recording and films are being made available to local stations.

The Chief Executive's five-minute talk was to have blanketed the radio-TV airlanes at various time periods yesterday, there being no live coverage. For radio, it was ABC, CBS, LBS, MBS and NBC; for TV, it was ABC, NBC, CBS and DuMont.

Some programs already have been carried by the networks. These include *You and the World* on CBS Radio; the *Tex and Jinx Show* on NBC-TV; *Church of the Air* on CBS Radio; and a special program featuring Hazel Markel on MBS. Plugs for women recruiting, interviews and appearances of celebrities typified the broadcasts. Miss Markel is a member of the advisory group.

Commitments this week are: *Truth of the Matter* (Nov. 12), CBS-TV (with Helen Hayes); *Time for Defense* (Nov. 12), ABC Radio (Mrs. Anna Rosenberg, who heads advisory committee); CBS Television football schedule of service games (Nov. 17); four 30-minute documentary programs (no dates), NBC Radio; Edward R. Murrow documentary (no date), CBS-TV; and the *Tex and Jinx Show* (Nov. 12-16), NBC-TV (with films of Miss Falkenberg's visits to service bases).

All networks also will be offered tape recordings of talks by the Secretaries of the Army, Navy and Air Force for radio use, and film clips of other military leaders for video. Local stations may obtain five-minute tapes of interviews with members of the women's advisory committee and 15-minute recordings of discussions.

AMATEUR CHANNELS
Set for Civil Defense

AMATEUR radio channels allocation plan, effected by Northeastern States Civil Defense Amateur Radio Alliance, was approved last week by the New York State Civil Defense Commission.

Plan places radio bands available for civil defense emergencies in a series of quadrants so the least possible interference results from the use of comparable bands in adjoining states. System is based on a 10-state agreement among New York, Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, Pennsylvania, Rhode Island and Vermont.

In addition, a "Metropolitan Plan" for emergency communications in the New York City area has allocated more than 100 VHF channels to 12 different county and borough civil defense organizations. The New York plan will be used as basis for similar arrangements in other heavily populated areas of the ten-state group.

MIDDLE man in awards presentation is Fred L. Bernstein (c), manager of WTTM Trenton, N. J., as Thermoid Co. receives New Jersey Safety Council Award of Merit. Accepting certificate from Thomas Y. Jones (l), council president, is Fred E. Schluter, president of Thermoid, which sponsored 100 hours of safety promotion on WTTM. Time was devoted to urging safety at home on the highway and in industry.

SCBA Presentation

ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., who recently completed demonstration of the new SCBA presentation, "Mass Medium of the New Mass Market: Southern California Radio," in various eastern cities, this month plans to show the presentation to buyers and prospects in San Francisco. Continuing series of presentations to Southern California advertisers and agencies also is scheduled by the SCBA Sales Promotion Committee. Stan Spero, salesman, KFAC Los Angeles, is committee chairman. Tom Frandsen, KMPC, Los Angeles, is assistant chairman.

WTMV PROTEST
Asks FCC Hearing

COLLUSION was imputed between a former construction permit-holder and a new applicant in a petition filed with the FCC last week by WTMV East St. Louis, Ill.

Former CP-holder referred to is the *Belleville* (Ill.) *News-Democrat*. The new applicant is Franklin County Broadcasting Co. Latter is applicant for 1260 kc with 500 w, daytime only, in Washington, Mo.

The East St. Louis station, which last year lost its attempt to change from 1490 kc with 250 w to 1260 kc with 1 kw directional, filed a petition to "reinstate, reconsider and grant" its bid in October [B•T, Oct. 8]. The petition alleged that the Belleville newspaper, the successful applicant last year, never made any attempt to construct the station and failed to keep the FCC informed of its decision not to build.

This contention was opposed by the Chief of the FCC Broadcast Bureau as "too vague and conjectural" and also as "unlawful"—citing the regulation which permits such legal moves only up to 20 days after a final decision.

54 Miles From Belleville

Referring to the fact that Washington, Mo., is 54 miles from Belleville and that the Franklin County application is for the same frequency for which the Belleville newspaper held a CP until last August, the petition stated:

This application reveals that the applicant's consulting engineers executed an engineering statement for the application on Aug. 24, 1951—two days after counsel for Belleville, who are also named in the Washington, Mo., application as counsel for Ware [Franklin County Broadcasting Co.], surrendered the said construction permit.

It is quite clear from the full treatment and finished quality of the technical work, and even from the language of the statement, that the engineering report was arranged for and prepared before Belleville had actually surrendered its construction permit. . . .

[Therefore] a reasonable presumption arises that the two parties engaged in manipulation of the public's radio broadcasting facilities solely for their private benefit.

Under these alleged circumstances, WTMV called for an investigation of a hearing "to determine the good faith of the *Belleville News-Democrat*" and "to determine whether there has been collusion between Belleville, Ill., and Washington, Mo., applicants . . ."

In addition to citing cases to show that the Commission is not bound by its 20-day rule, WTMV also agreed to amend its original petition to make the Commission's action subject to its decision on the application of Hawthorn Broadcasting Co., seeking 1230 kc with 250 w in St. Louis. Overlap of WTMV's proposed 25 mv/m contour with that of Hawthorn's proposed 25 mv/m contour may be involved, the petition stated.

KAYE-HALBERT Corp., L. A., announces sales and earnings for first nine months of 1951. Earnings were $383,606.39, as compared to $212,753.02 reported last year.

Mister PLUS needs diving gear,
Complete with pump and hawser,
To make our low costs crystal clear:
Lowest you ever saw, sir!

ROCKBOTTOM COSTS, our rate card shows,
Per thousand folks who listen,
In urban markets or in those
Where other nets are missin'!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

"King"-Size Value

for advertisers!

ED AND WENDY KING'S

Party Line

ON **KDKA**

The midnight hour is a mighty busy hour for thousands of listeners tuned to KDKA's "PARTY LINE" program (11:30 PM - 1:00 AM Monday through Saturday).

From Pennsylvania, Ohio, West Virginia.. even from Utah, Colorado, Florida, and still other states.. listeners keep **telephoning** questions to Ed and Wendy King. In turn, Ed and Wendy get other listeners to help with the answers. Here's audience participation at its best.. and, in view of moderate time cost, it's *advertising value* at its best!

Participations are available at very attractive across-the-board rates. Any way you look at it, "PARTY LINE" is a buy. For rates and for detailed information about the surprisingly big audience, check George Tons at KDKA or Free & Peters.

KDKA

Pittsburgh

50,000 WATTS

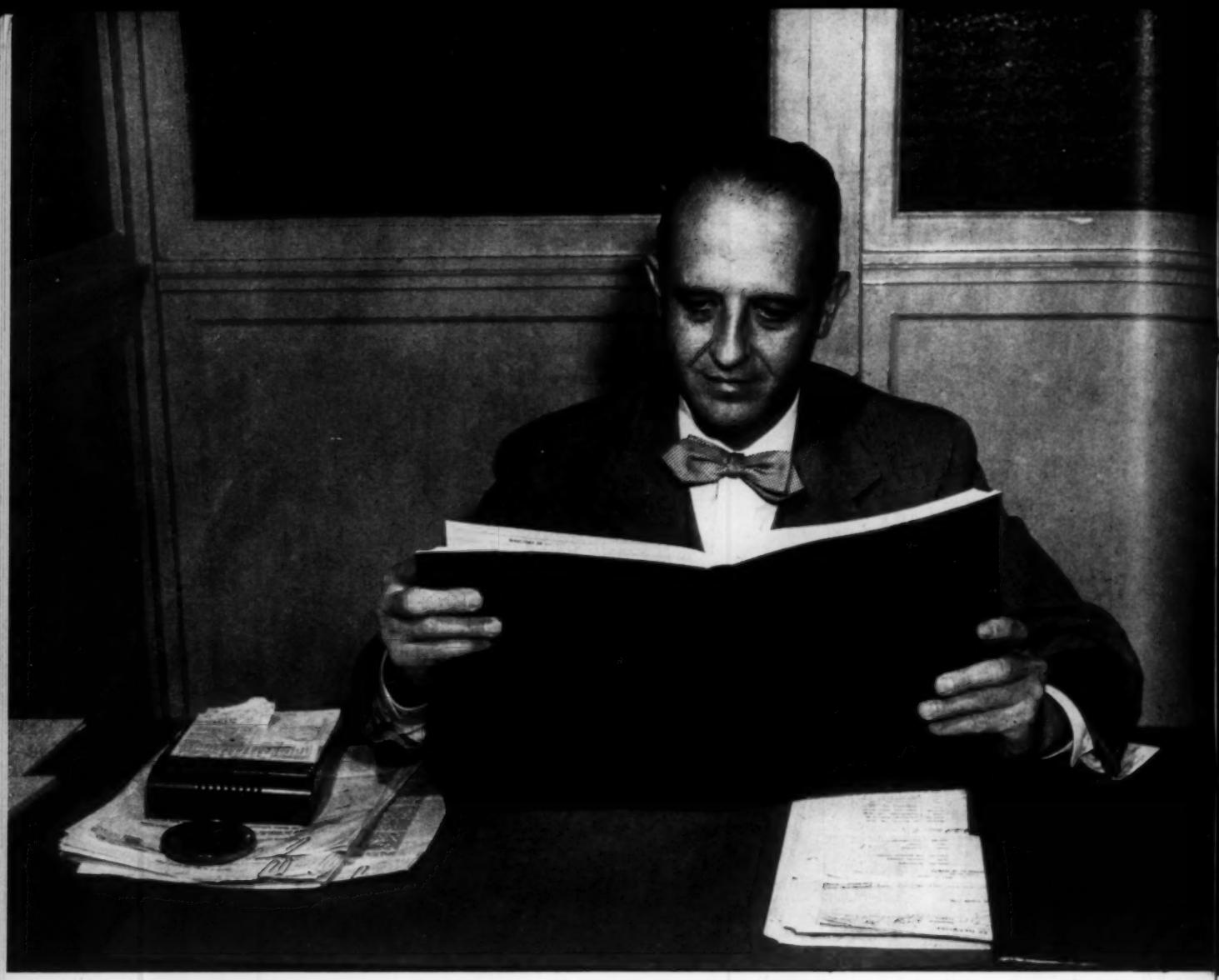
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio — America's Great Advertising Medium



What's he looking at?

Well...it's the latest issue of BROADCASTING Yearbook, naturally. But the thing that's caught his attention could be any one of the dozens of special features appearing exclusively in BROADCASTING Yearbook.

It could be...

• latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavey (Harry B. Cohen) is looking.

• the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.

• significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.

• facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).

• figures on how much a competitor spent during the past year. Frank Coulter (Young & Rubicam) checks this important item.

Stanley Pulver, Lever Brothers, • takes a good look at a Yearbook ad.

OR...(you know what?)

IT COULD BE YOUR ADVERTISEMENT

telling him your story . . making him understand why your station is a good buy in your market.

It could be your advertisement, that is, IF you remember to send in your space reservation right now for the up-coming BROADCASTING Yearbook about to go on the presses in a few weeks.

Don't put it off any longer. Be sure that you, too, are represented properly in the 18th edition of BROADCASTING Yearbook. There's no time to waste. Clip that coupon . . or write . . or wire . . or phone us collect. BUT DO IT NOW!

It's the one best way to tell your year-'round story to 17,000 key executives like the ones whose pictures you see here. And they're executives (you'll note) who all get, read, study and *remember* what they see in the BROADCASTING Yearbook.

THE FACTS ARE FEW:

RATES

RATES	1 time	7 times	13 times	26 times	52 times
Page	$395	$350	$325	$285	$265
½	230	215	190	170	150
¼	130	125	120	100	80
⅛	75	70	65	60	50

Color: $110 per extra color per page. Bleed $40 per page.

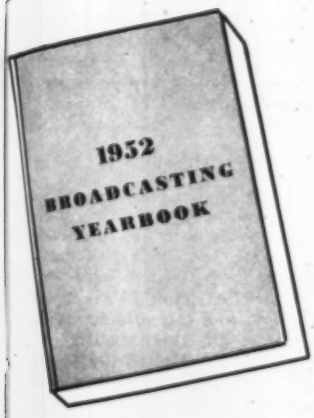
Mechanical Requirements

Space	Width	Depth	Width	Dep.
Full page	8½"	11"		
Bleed page	9⅛	12¼		
Three-quarters	6¼	11		
Half page	4 1/16	11	8½	5½
Quarter page	2	11	4 1/16	5½
Eighth page	2	5½	4 1/16	2¾

Double page spread 17½x11. Bleed 18½x12¼.

A horizontal half page is minimum space in the station directory.

The ONLY fully authoritative source of facts about radio and radio advertising.



BROADCASTING
TELECASTING

870 National Press Building
Washington 4, D. C.

CLIP - FILL OUT - MAIL - CLIP - FILL OUT - MAIL - CLIP - FILL OUT -

CLIP - FILL OUT - MAIL - CLIP - FILL OU

Please reserve the space checked for the 1952 BROADCASTING Yearbook

Firm ..... ☐ Double page spread

Address ..... ☐ Single page

City ..... Zone .....

State ..... ☐ One-half page

Per ..... ☐ One-quarter page

Agency, if any ..... ☐ One-eighth page

CKLW

at 50,000 watts
gives advertisers the

GREATEST COVERAGE

at the

LOWEST RATE

of any Major Station in the

DETROIT AREA

This powerful radio voice is hitting a 17,000,000 population area in 5 important states and is open to advertisers at the lowest rate of any major station in this region. A tremendous buy for action and sales that is establishing new records daily. Get the facts now.

CKLW
50,000 WATTS at 800 KC.
Guardian Bldg. Detroit, Mich.

Adam J. Young, Jr. Inc.
National Rep.

★

J. E. Campeau
President

MUTUAL

WOV SOLD OUT

Manager Weil Reports

SPECIALIZED programming and adaptation to new markets has paid off for WOV, New York bilingual independent, General Manager Ralph N. Weil said Wednesday. He announced that for the first time in the station's history, WOV has sold all its commercial time from dawn until midnight and has a waiting list of advertisers.

The station's post-midnight programming—a remote pickup from a Harlem nightclub from midnight to 3 A.M.—is well booked, he added, and all programs, as rated by Pulse surveys, have climbed from their last year highs.

"AM radio is not only here to stay, but there's room for growth," Mr. Weil said a year and a half ago when the station instituted an increased advertising campaign. Asserting then that "the big swing is to independents," Mr. Weil took a firm stand against the then-prevalent rate cutting and the station threatened increases if any change at all were to be made. WOV management continues to stress that "radio's low cost per thousand cannot be beat if you go after the right thousands."

With a long record in foreign language broadcasting, WOV currently broadcasts a daily 10¼ hours in Italian, including taped shows from its Rome studios. It recently altered programming to include three shows directed to the Negro market, with the late-night show rating third in a city-wide Pulse survey after being on the air for only six months.

SCHWIMMER SUIT

To File Particulars by Nov. 20

ATTORNEYS for Walter Schwimmer Productions, Chicago package firm, will file particulars and a sworn list of documents with the Superior Court before Nov. 20 in answer to a request from Monitor Productions, same city, which is being sued for $150,000 by the Schwimmer concern.

Mr. Schwimmer's lawyers are also seeking an injunction restraining Monitor from making further sales of *Relay Quiz* [B•T, Oct. 29], charging "plagiarism and pirating." Monitor has 20 days after Nov. 20 to file an answering brief.

It is represented by Moses, Bachrach and Kennedy, which last week released a statement saying "we are satisfied that the pending suit was brought entirely without justification and will be dismissed by the court after it is made familiar with the true facts."

Schwimmer attorney is Louis Swidler of Lelivelt and Swidler.

KBIG Avalon, Calif., new 10 kw daytime station on 740 kc now under construction, which starts operating in March of next year, has joined Southern California Broadcasters Assn. as 60th member. Station is licensed to John Poole who also operates UHF experimental TV station KM2XAZ Long Beach, Calif.

'MORE WORK'

WCCM Scores News Beat

PROMOTING a city's industrial welfare by public service programs is a worthy objective in itself, but the effort provided a news beat as well for one New England station.

WCCM Lawrence, Mass., located in a textile area, initially launched a *Greater Lawrence at Work* series under sponsorship of local businessmen. But orders for the basic industry were slow in materializing.

News Director Bill Mitten, hard faced with maintaining optimism over the "more work" theme of the program, made a searching study of various group activities—the Chamber of Commerce, real estate brokers and others. He learned that Western Electric Co. was considering a plant at Lawrence and wrapped up all the facts.

When the deal went through, Mr. Mitten broke the happy tidings on *Greater Lawrence at Work*. He reported to job seekers that WE was moving in and planned to hire 1,000 at the start and perhaps up to 4,000 within a few years. WCCM and local employment offices were flooded with job applications within an hour. Mr. Mitten interviewed the man on the street and obtained tape recorded interviews with chamber, WE and city government officials.

DUANE JONES VIEW

Wants Court, Not Press, Trial

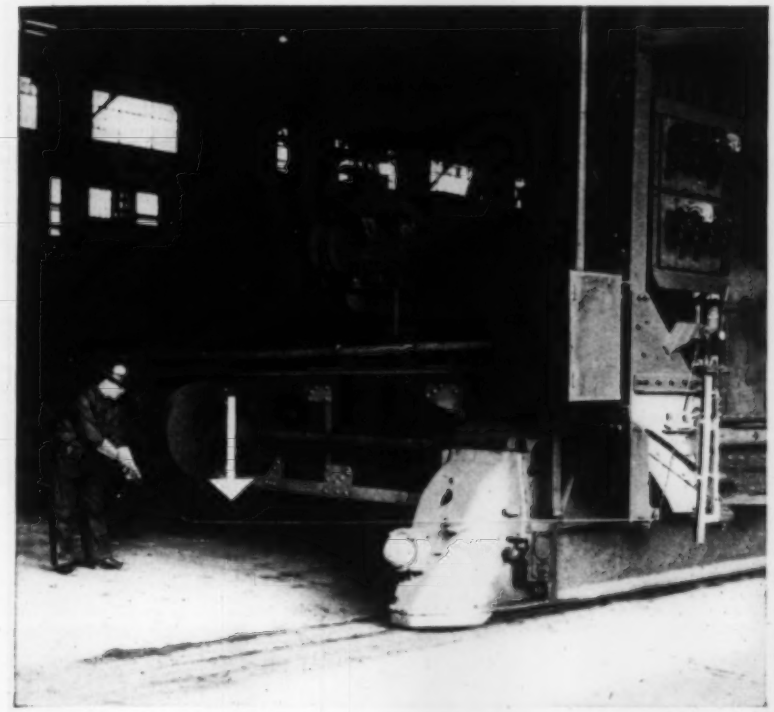
DUANE JONES, president of Duane Jones Co., agrees that his proposed million dollar suit against certain of his former employes should be tried in the courts and not in the press.

Mr. Jones said Nov. 2 that he is in agreement with that portion of a statement made earlier by Joseph Scheideler, president of Scheideler, Beck & Warner and a former employe of the Duane Jones Co. [B•T, Nov. 5].

Mr. Jones said that after talking with 63 advertising agencies, attorneys, 12 national advertisers, more than a score of publishers and radio-TV people, he is even more convinced he has an "unbeatable case." He said the reason for the delay in the suit is that each week gives him additional evidence. However, he added that any further statements made by the other parties will elicit no press statements from him.

India Visitor

RAMCHANDRA VAISH, deputy director general of the Indian Posts and Telegraphs Directorate, spent last week with FCC executives and will leave this week for a tour of radio, TV, telephone, telegraph and manufacturing installations in this country. Mr. Vaish is in the United States on a United Nations fellowship to study communication economics.

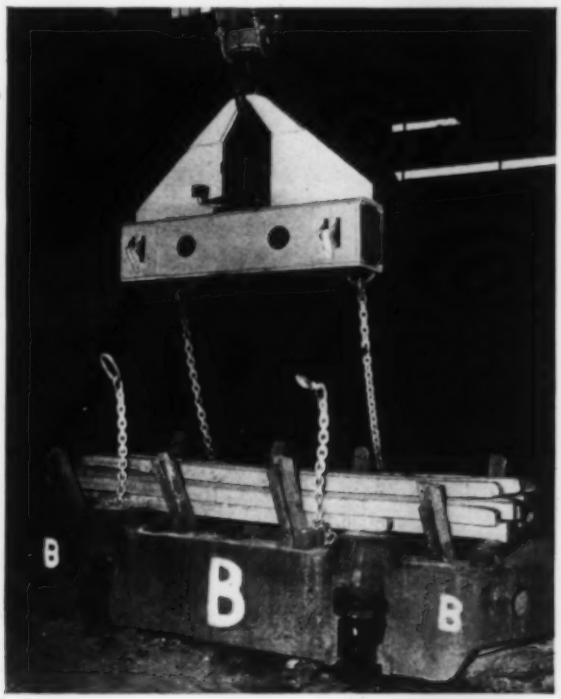


QUIZ: Which Picture Shows World's Most Important Safety Device?

Can you guess which of these pictures shows the safety method that has been most successful in making the steel industry one of the safest for workers?

1 **WHEN SAFETY-TRIP-WIRE** (white arrow above) touches man in the way of this fast-moving, giant open-hearth charging machine, wire stops machine within 2 feet.

2 **LOOK! NO HANDS:** Hoist automatically frees chains from a load of red-hot steel billets. This is typical of the hundreds of safety inventions which 2 generations of safety engineering have produced in more than 200 companies which make up the American steel industry.



3 **MOST IMPORTANT** is the "built-in" understanding, knowledge and skill that keep a man safe on his job. Through continuous education, people who work in steel mills actually are safer at work than at home. The world's most important safety device is the human mind.

Get facts on safety methods used in protecting the lives of more than 600,000 people who work in steel mills. Steel making is one of the safest industries. This record wasn't easy to achieve; steel workers must handle material that is heavy and hot. The story of how it was done makes interesting reading. For factual material, write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for reprint from Steelways Magazine, "Putting Safety First."

HALFF ESTATE

Leaves Funds to Charity

PROBATE of the will of the late G. A. C. Halff [B•T, Sept. 18, 1950] showed that he owned 1,920 shares of common stock in Southland Industries, which owns and operates WOAI-AM-TV San Antonio. The stock was valued at $1,577,274.

Mr. Halff, who at his death was chairman of the Board of Southland, left the largest of a number of bequests to his nephew, Hugh A. L. Halff, president and treasurer of the radio corporation. The market value of the bequest was set by the probate court at $1,663,643. Other sums were left to relatives and friends.

A foundation will be chartered to adminster a $1,362,967 fund bequested to Texas charity by Mr. Halff.

A sum equal to the special Texas fund was left to the National Jewish hospital at Denver, designated in memory of Solomon Halff, father of the WOAI founder.

Gross estate was $9,162,837. Total net estate after deductions was $7,990,161. Appraisal was filed by Hugh Halff as trustee of the estate.

The G. A. C. Halff fund for Texas charities, Mr. Halff specified, is to be known as the G. A. C. Halff Fund in memory of Fannie L. Halff, mother of the pioneer broadcaster.

Total bequest may be for hospitalization, promotion of health, relief of the afflicted and other medical aid, relief of poverty, advancement of education or governmental or municipal purposes. Expenditure of the fund may be any time within 15 years of the trusteeship.

The late Mr. Halff also had considerable business interests in oil, real estate and ranching properties.

CHARLES H. CRUTCHFIELD, vice president and general manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., is shown arriving with Mrs. Crutchfield at New York's International Airport Oct. 27. Mr. Crutchfield on behalf of the State Dept. has been in Greece where he advised Greek Radio executives in their reorganization of Greek broadcasting.

FCC POLICY

Giveaway Idea Copyrighted

WHEN is an FCC policy not an FCC policy?

That is the question raised by WHGB Harrisburg, Pa., in a petition for rehearing filed fortnight ago against an FCC decision in October granting WCMB Lemoyne, Pa., a change of facilities and denying WHGB's request to change.

The Commission granted WCMB permission to change from 960 kc with 1 kw daytime only to 1460 kc with 5 kw, directional antenna, full-time. At the same time, it denied WHGB's request to change from 1400 kc with 250 w to 1460 kc with 5 kw, directional [FCC ROUNDUP, Oct. 15].

Petition stated that the grant to WCMB was made because the Lemoyne station promised to remain an independent, non-affiliated station, with 36% of its time devoted to local live programs. WHGB, an ABC affiliate, was denied, the petition stated, because it proposed only 6.01% of its time for local live programs.

Ten days after the Lemoyne grant the Commission granted KFYO Lubbock, Tex., authority to change from 1340 kc with 250 w to 790 kc with 5 kw day, 1 kw night with directional antenna, the Harrisburg station pointed out, at the same time denying new applicant Lubbock County Broadcasting Co. [B•T, Oct. 22].

KFYO's Position

Since KFYO is also an ABC affiliate and its position vis-a-vis Lubbock County was similar to the position of WHGB vis-a-vis WCMB, the unsuccessful Harrisburg station felt that the two decisions "are not merely inconsistent. They are so far irreconcilable as to constitute arbitrary and capricious action by the Commission. If network and non-network program proposals are difficult of comparison at Lubbock, they are equally difficult of comparison at Harrisburg. If the percentage of program time devoted to local live talent is deemed controlling at Harrisburg, it ought also to be controlling at Lubbock."

Petition noted that the Lemoyne grant was made by Comrs. Wayne Coy, George E. Sterling, Robert F. Jones and Paul A. Walker, with Frieda B. Hennock, Edward M. Webster and Rosel H. Hyde not participating. It also noted that the Lubbock decision was made by Comrs. Sterling, Jones, Webster and Hyde, with Coy, Walker and Hennock not participating.

In view of this, WHGB asked that the Lemoyne-Harrisburg decision be reconsidered by all seven Commissioners.

TRANSPORTATION DEPARTMENT has been established by CBS Hollywood, according to a recent announcement by George McCaughna, director of operations, for CBS Hollywood.

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

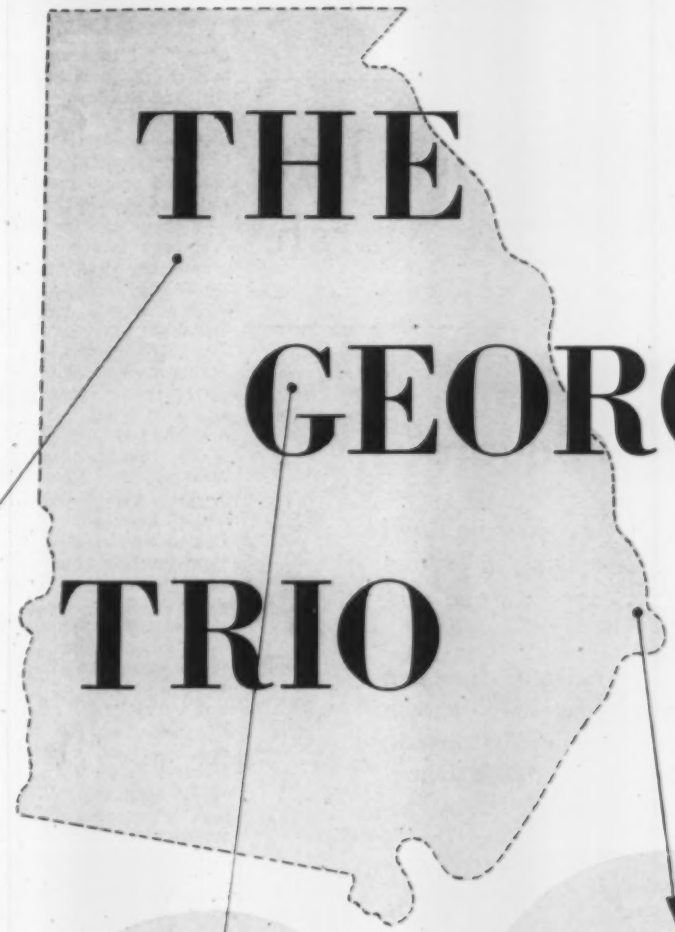
WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

Advertisement

From where I sit
by Joe Marsh

"Fair and Square"

We've had an all-out political campaign with everything in it from a torchlight parade to a neck-and-neck ballot box race.

Rusty Robinson, with no campaign funds, planned his Election Eve speech for the Town Square. Slim McCormick, who owns the Palace movie house, was finishing up his campaign in Pioneer Hall.

Then it began to rain. Rusty's political career was slowly fizzling out in the damp when Slim showed up to say that Robinson people could meet in his theatre—for nothing. "I want to beat Rusty," Slim said, "but certainly not with rain!"

From where I sit, you've got to give Slim credit for acting on his belief that everyone has a right to be heard—just as everyone has a right to his own opinions and tastes. Maybe you like hot coffee, for instance, when you "take a break." Well, my vote goes for a refreshing glass of beer. After all, we're lucky to be living in a free country where we *can* have our own preferences.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

NRDGA AWARDS

1951 Contest Rules Set

CONTEST to determine the year's best radio programs, newspaper ads, and displays—as produced by retail stores — was announced Wednesday by Howard P. Abrahams, manager of sales promotion and visual merchandising for National Retail Dry Goods Assn., sponsors of the annual competition.

Entries in the retail radio programs group are limited to NRDGA stores who have sponsored a regularly scheduled, local program for broadcast in 1951 prior to Dec. 1. Syndicated shows and special programs are not eligible.

One transcription, three scripts, and any other coordinated media that has been used by the store are to be submitted to NRDGA, 100 West 31st St., New York 1, N. Y., by Dec. 10. Each program submitted should be on a separate disc, acompanied by the program name, station from which it originated, time of broadcast (hour as well as day), type of program, date of first broadcast, program objectives and results achieved, sponsoring store name and address, and name and title of person submitting entry.

Awards will be made in three classifications, according to store volume: under $5 million, between $5-$15 million, and over $15 million. Programs should also be entered, Mr. Abrahams advised, according to the audience toward whom they have been directed: children, general family, teen agers, farm groups, men or women, or as saturation spot campaigns.

The judges are yet to be announced. Winning stores will be awarded certificates, and the one store judged to have made the outstanding contribution to retail advertising will receive a special trophy.

DREWRY EDITS

New Journalism Report

A NEW BOOK, *Journalism Enters a New Half-Century*, edited by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Jouranilsm, is being released simultaneously with the meeting at the Grady School of the fifth annual session of the Industrial Editors Institute.

Among the contributors to the book and their subjects were "Making TV News Interesting," by James A. Bridges, news editor, WSB-TV Atlanta; "Radio News," by Mitchell V. Charnley, U. of Minnesota; "What Is Television Doing To Your Future?" by W. J. Morlock, General Electric Co., New York; "Voice of America," by Alfred H. Puhan, chief, program operations branch, International Broadcasting Div., State Dept.; "Radio And The American Way," by Herman E. Talmadge, governor of Georgia, and "The Years of Great Awakening For Television," by Edward Weeks, chairman, George Foster Peabody Radio and Television Advisory Board, Boston.

BOARD of directors of Mid-Hudson Broadcasters Inc. (WEOK), Poughkeepsie, N. Y., have declared an eight percent dividend on both common and preferred stock to all stockholders of record as of Sept. 1.

Tribute by WOR

WOR New York sidestepped the press of current national problems last week when it took full-page ad in the *New York Herald Tribune* to promote the simpler aspects of America. Topped with a landscape painting by Louis Eilshemius, the ad's main caption read: "This is America. In a world of anxiety and doubt, WOR, one of America's great stations, brings you what it hopes is an interpretation of a country it loves." Blank verse described the sensory pleasures of life and attested, "There will always be an America like this; a land that will live and be a symbol no matter where you are or what you do."

N. Y. WOMEN

To Hold Radio-TV Meeting

EMPHASIS will be on broadcast operations and public service at the annual conference of the New York State Chapter of the American Women in Radio and Television scheduled for Nov. 16-18 in Albany, N. Y. Nearly 100 women in the industry are expected to attend sessions at the Ten Eyck Hotel.

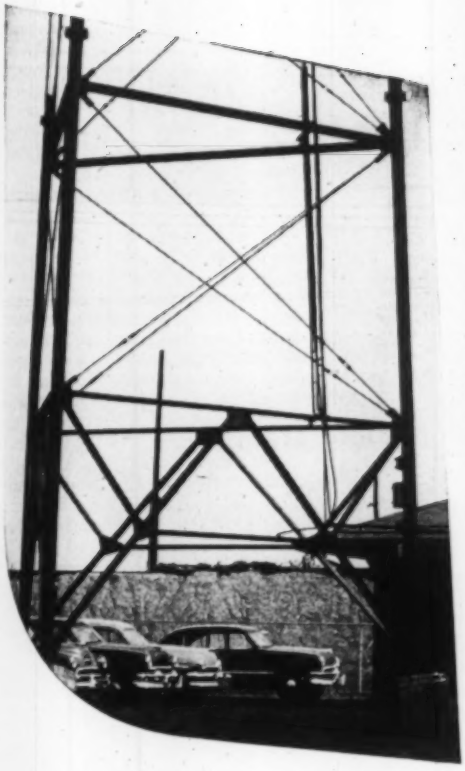
Morning panel, Saturday, will be "Teamwork for Successful Operation"; the afternoon discussion, "Is It Public Service or Free Time?" Morning panel will feature Gertrude Grover, WHCU Ithaca, moderator; Al Zink, WRGB Schenectady program supervisor, speaking on "How Radio and TV Can Live Together and Like It," Sally Work, WBEN Buffalo; Betty Bocklage, WHAM-AM-TV Rochester; Anita Monsees, WHCU Ithaca; John Sutphen, WTRY Troy. The afternoon session will feature Doris Corwith, NBC, moderator; Michael Hanna, WHCU manager, speaking on "How Public Service Can Be Profitable for the Station as Well as for the Public," Thomas McEnanee, of National Foundation for Infantile Paralysis; Neal L. Moylan, State Radio-TV-Film Bureau, Commerce Dept.; Betty Stuart Smith, J. Walter Thompson; Eleanor Sanger, WQXR New York.

Gov. Thomas E. Dewey is slated to be guest of honor at the Saturday luncheon. During that afternoon WGY WRGB (TV) Schenectady; WXKW WPTR WROW Albany; and WTRY Troy, will be hosts at a cocktail party. That night, General Electric will present its *House of Magic* show for the guests in the WGY studios. Sunday morning breakfast will be followed by a business meeting.

Conference Committee comprises Jane Barton, program director, State Radio-TV-Film Bureau, chairman; Elaine Drooz, WROW, Beth Lee, formerly of WPTR, and Betty Parry of WXKW, all Albany.

TRUSCON... a name you can build on

Truscon *micro-precision* typified in this new microwave tower



Stretching more than halfway across the country, from Houston to New York City, runs the service of the Transcontinental Gas Pipe Line Co., Houston, Texas.

The Truscon tower at their relay station KEB-810, Linden, N. J., is a type H-30 Self-Supporting Tower, 175 feet high, designed and built to support microwave disks.

Truscon experience in radio tower engineering is world wide . . . meeting all types of topographical and meteorological conditions . . . and supplying many different tower types —guyed or self-supporting . . . tapered or uniform in cross-section . . . for microwave, AM, FM, or TV transmission.

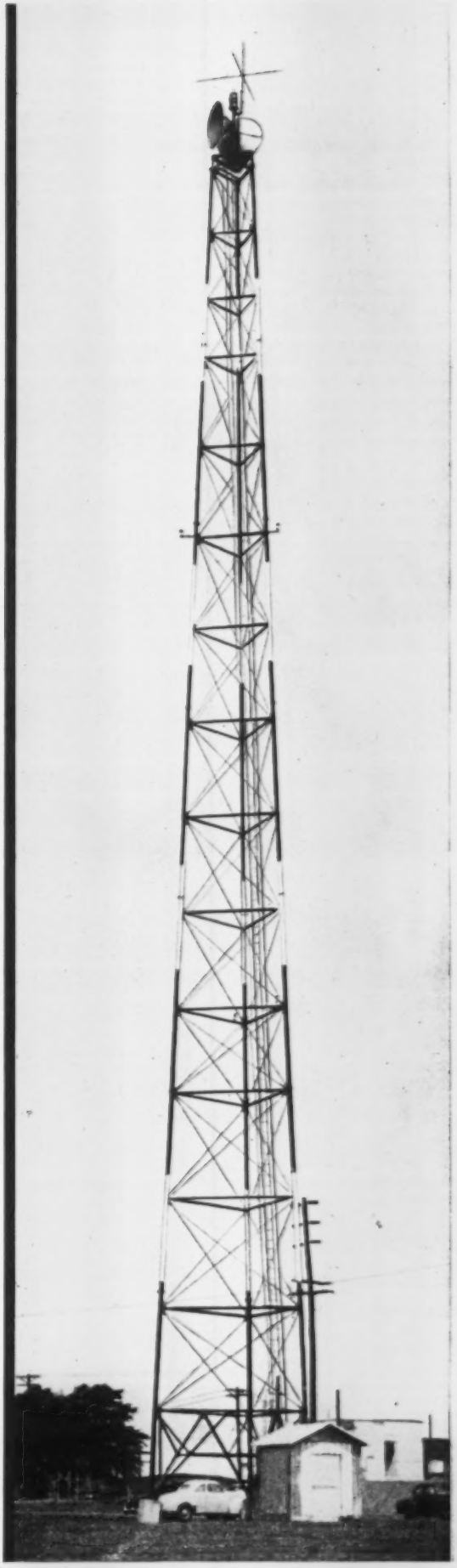
Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON® STEEL COMPANY

Subsidiary of Republic Steel Corporation

YOUNGSTOWN 1, OHIO



On All Accounts

(Continued from page 12)

Los Angeles, on which Mr. Walsh is account man, will follow up last and this year's television ventures with a new television program in 1952.

Dorr Walsh recalls that one of these accounts, Day & Night, pushed the agency into television about 1942 when sets in the area numbered a puny 22,000 and it was perfectly satisfied to busy itself with other media. Radio had done a tremendous job for the sponsor and it was confident of a similar job by television. This confidence has been rewarded by substantial sales for their products.

It was also soon shared by Hixson & Jorgensen which went out and experimented in television on its own. Mr. Walsh went a step further and took a course in the medium at UCLA. Now firmly convinced in the power of television, he nevertheless feels there is room for some improvement. For one thing he believes there is a need for better coordination between its various elements—sales, engineering, production and art direction.

So far as the TV futures of local and regional advertising are concerned, however, he expresses the fear that, with the cable bringing live competition from the East, all but national advertising may be pushed aside.

Attended UCLA

H. Dorchester Walsh was born in Brooklyn, March 3, 1903. The Dorchester was short-lived as was the stay in Brooklyn which city, he left so quickly after his birth that he was unable to acquire the proper feeling for it according to Mr. Walsh. He attended high school for three years in Plainfield, N. J. and completed his high school course in Glendale, Calif., to where the family moved the following year. In 1926 he won his B.A. in economics and political science from UCLA.

Before starting his bridge club he held various jobs for a few years including one with Retail Credit Co. and one handling promotion for Union Oil Co.

The Walshes—she is the former Margaret Mee—live in the Baldwin Hills section of Los Angeles.

Clubs include the University Club, and hobbies, well, ... bridge.

Herman Anderson

HERMAN ANDERSON, 68, owner-operator of KCOK Tulare and KAFY Bakersfield, Calif., died Oct. 31 at his home in Kingsburg, Calif., following a long illness. Funeral services were held Nov. 3 in Kingsburg. He leaves his wife, Mrs. Geneva Anderson, a daughter, Rosa Lee Anderson, and a son, Sheldon Anderson, general manager of KCOK and KAFY and part owner of KYNO Fresno, Calif.

Car Plates Pay

WKNE Keene, N. H., has evidence—in orders—that call-letter automobile plates can pay off. Spokesmen explained that a staff member was stopped a short time ago while driving through a neighboring town, by a man who wanted to buy time on WKNE to advertise the opening of a new business. A half-hour later the same staff member was in a restaurant when the restaurant owner came over and said he had noticed the call letters on the car. He also wished to advertise on WKNE.

MEDICAL SHOW

28 Stations Win Thanks

SOME 28 stations have been commended by the house of delegates of the State Medical Society of Wisconsin for carrying a weekly medical program as a public service feature.

Dr. R. L. MacCormack, speaker of the house, in a letter dated Oct. 1, wrote FCC Chairman Coy:

"For varying periods during the past six years, each of these stations has broadcast our health education program, *The March of Medicine*, as a public service feature. They have handled the confidential listener correspondence initiated by the program with professional skill. They have been most cooperative in suggesting improvements for the program and the method of its distribution on tapes."

In the final paragraph, the letter reads, "We trust that you [Chairman Coy] will encourage this kind of social consciousness among other radio stations."

A formal resolution passed by the house of delegates directed that a letter of appreciation be sent to each station. Participating stations were listed as:

WJMS Ironwood, Mich.; Wisconsin stations WHBY Appleton, WBEV Beaver Dam, WEAU Eau Claire, KFIZ Fond du Lac, WBAY Green Bay, WLIP Kenosha, WKBH La Crosse, WLDY Ladysmith, WHA and WIBA Madison, WMAM Marinette, WOMT Manitowoc, WDLB Marshfield, WIGM Medford, WEMP Milwaukee, WNAM Neenah, WOSH Oshkosh, WOBT Rhinelander, WJMC Rice Lake, WRCO Richland Center, WHBL Sheboygan, WLBL Stevens Point, WSAU Wausau, WHKW (FM) Chilton, WHAD (FM) Delafield, WHLA (FM) Holmen, WHRM (FM) Rib Mountain.

WAIT Moves

WAIT, Chicago independent, has moved most of its studios to its suburban Elmhurst transmitter site and its downtown business office to 75 E. Wacker Dr. The station operated for many years in the London Guarantee Bldg., 360 N. Michigan Ave. Shows are also originating downtown in what Tom Davis, general manager, described as a "split-operation."

LET'S TALK TURKEY...

. . . about WIBW and the KANSAS FARM MARKET

1. The American Farmer is today's best sales prospect.
2. His income is already 17% above last year.*
3. The Kansas farmer's living standards are far above the national average; his needs and expenditures greater.
4. He lives in an area with only 4.4% TV ownership** and is dependent on radio.
5. His listening habits are fixed. Every year since 1937, he has told independent interviewers that the station he prefers above all others is WIBW.**
6. That's why WIBW is the greatest single mass-selling medium in Kansas. Let us "talk turkey" about your product to America's *top* prospects. You'll get REAL RESULTS.

* *USDA—Sept. '51*
** *Kansas Radio Audience Studies 1937 to 1951*

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

C B S
TOPEKA, KANSAS

THE
Goodwill
Station
DETROIT

W J R

From our many memories throughout 25 years in radio, we at W J R cherish most the pleasant association with loyal friends and listeners down through the years. It is you who have made our years of growth possible and we are deeply grateful.

Silver Anniversary Year

In 1951, more <u>new</u>

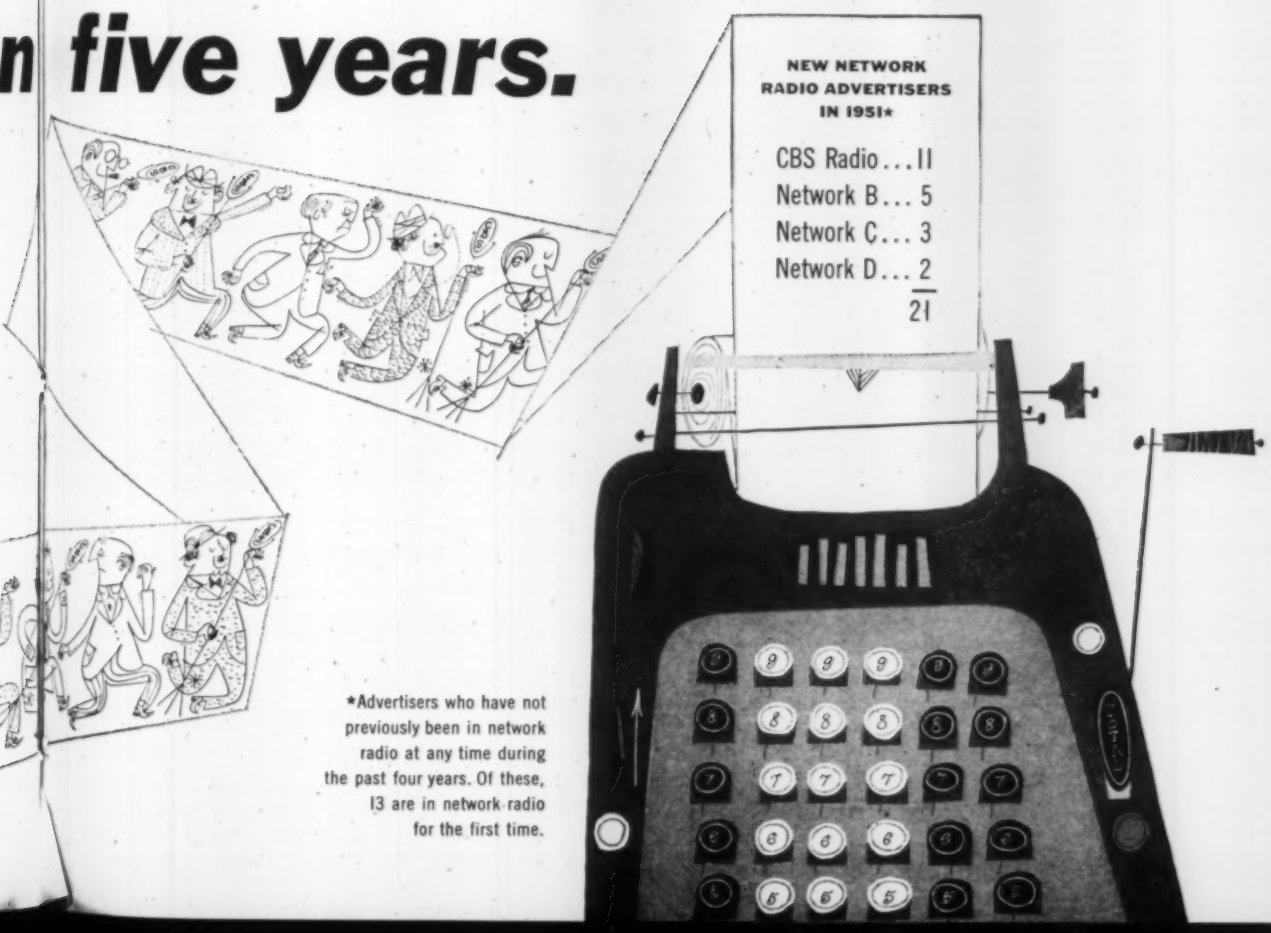
have chosen CBS Radio

combined. Of the other

Radio today, two out of

network for more than

network advertisers than all other networks advertisers on CBS three have been on the five years.



*Advertisers who have not previously been in network radio at any time during the past four years. Of these, 13 are in network radio for the first time.

editorial

Commy Complications

THE REMARKS of a federal judge, in ordering KSFO San Francisco to air a broadcast in support of a Communist candidate, did nothing to clear the foggy atmosphere in which broadcasters must grope their way when dealing with the question of political broadcasts.

The judge said that the station did not have the right to censor the broadcast or keep it off the air (the station had already sold the time to supporters of the candidate and was trying to reverse its decision) but that at the same time "the station bears no responsibility for what is said and cannot be sued for libel."

This remark would seem to be in conflict with the opinion of a U. S. Circuit Court of Appeals in Philadelphia which last December held that prohibition against censorship and hence immunity from libel applied only to those cases involving appearances of candidates themselves and not to people speaking in behalf of candidates. The KSFO case last week involved only spokesmen for the candidate, who found it inconvenient to speak for herself owing to the fact she was in jail.

What this San Francisco incident points up is the necessity for the FCC to write a definitive set of rules governing political broadcasting, a chore it has never undertaken although the Communications Act specifically charges it to do so. Without such an official guide, the broadcaster must pick his way among a maze of court decisions, some of them contradicting one another, to find the safe way to put politics on the air.

Halley's TV Comet

CHALK UP television's first political victory —the election of 38-year-old Rudolph Halley as president of the City Council of New York, which makes him assistant mayor of the world's largest city.

The smallish horn-rimmed spectacled attorney with the phenomenal memory and the lisping voice was virtually an unknown until his introduction by TV to national audiences as chief counsel of the Kefauver Crime Committee. He emerged from these hearings as a national figure. He used TV with telling effect in his campaign against seemingly overwhelming Tammany Hall odds.

It can be expected that the leadership of both major political parties will alter drastically their plans for the 1952 elections, in the light of the Halley success. Television provides a political X-ray in the home. The less sincere candidates will behold their futures with fear. It will cost more to campaign, sartorially as well as facility-wise.

The importance of television in the 1952 elections is underscored in another way, too. In the four years that will have elapsed, many young folks will have reached their majority. Many of these young people are in TV-covered areas. They have been weaned into adulthood on TV over a span of six years or less. They can play a significant part in the outcome.

It was Franklin D. Roosevelt who, in the early '30s, became the first President to be elected by radio campaigning. Rudy Halley provided the first real test of TV as a campaigning medium. The 1952 Presidential elections, it can be safely predicted, will be largely influenced by TV.

Recess: Time to Act

ASIDE FROM the bleatings of the blue-nosers, the record of radio is replete with success stories in the public interest sphere. A catastrophe strikes, and radio is on the job. A bond drive lags, and radio steps in. Constantly, radio performs the role of anchor man on the humanitarian team.

Only in one field is radio remiss. And that is in the protection of radio itself.

Take the McFarland Bill (S 658) which would correct abuses that have been inherent in the regulation of the radio media for years. It is designed to help the broadcaster by placing limitations on the jurisdiction of the FCC. It would mean the saving of time and money for the broadcaster and the taxpayer. It would minimize opportunities for "hinder and delay" tactics.

Yet this bill, which has passed the Senate a half-dozen times, has never gotten out of the House Interstate & Foreign Commerce Committee. Repeated efforts have been made by some bureaucrats to sabotage it, because it would curtail the power of the FCC which has grown steadily by arrogation and interpretation over the last quarter-century.

The bill becomes the first order of House Committee business when Congress reconvenes in January. It is the first piece of important legislation affecting radio to reach this stage since the enactment of the original radio law in 1927. The existing Communications Act, which became law in 1934, simply absorbed the provisions of the old law, and then broadened it to cover wire lines and cables.

The McFarland Bill, in our view, can be passed at the next session. But it won't happen automatically. Broadcasters must let their Congressmen know they are interested in its passage, for the good that will inure to the taxpayer, the licensee and the Government.

The job to be done is to get the McFarland Bill reported out by the House Committee. The old excuse that the committee members are not familiar with the intricacies of communications legislation is no longer valid. The Committee has held hearings and has worked over a substantial portion of the bill in executive session.

Once the bill is reported, favorable action of the House can be expected—if broadcasters acquaint their Congressional delegations with the virtues of the measure and the urgent need for its passage. Technicalities can be adjusted in the conference between House and Senate.

The time to do this legislative contacting is *now*, while Congress is in recess. Next January will be too late, because Congress will be absorbed in an accumulation of important matters related to the national emergency. Besides, it will be an election year.

ANPA's Bureau of Advertising, in ads now appearing in daily newspapers, says magazines and radio and TV programs reach only fractions of a market, but a newspaper "talks to everybody in town." Well, we're a trade news magazine, which probably makes us a fraction of a fraction, but we still recognize a whole number when we see one. A couple of whole numbers we recommend to the Bureau of Advertising are 2 + 2. About the same time that youngsters learn 2 + 2 = 4 they also learn that you can't add apples and oranges and lemons to make anything but fruit jam. The ANPA compares a single radio program to an entire press run of a paper. The answer adds up to jam all right—and it's being spread too thick.

our respects to:

BEN FRANCIS CHATFIELD

VERY much in evidence at the National Assn. of Radio News Directors convention in Chicago this week will be Ben Chatfield, who is just completing a highly successful year as NARND president.

Mr. Chatfield, soft-spoken news director of WMAZ Macon, Ga., has during the past year made sure that the voice of NARND has been heard throughout the nation, loud and clear.

His election in 1950 to the NARND presidency came the same year that Mr. Chatfield's station was awarded a George Foster Peabody radio citation for "outstanding reporting and interpretation of the news."

The 6' 2", 220-pound leader of the nation's radio newsmen has his own special feeling about the relative merits of radio versus television and newspapers in the matter of news dissemination.

In his best southern drawl, he will point out, "World War II made the general public radio news conscious. The fact that audiences have stayed proves that the personal tone of the human voice is much more effective and popular than the printed word."

He will admit that for special events and features, TV has an edge on radio. But for straight news, radio's comparatively unhampered mechanical facilities puts it way out in front for speeding news to the public.

Success of news at WMAZ has established that station as a training ground for journalism fledglings interested in radio news. For many years WMAZ has worked closely with the National Council on Radio Journalism by bringing journalism teachers from various colleges into its newsroom for summer employment.

In addition, journalism students from Georgia colleges are receiving training as part time WMAZ newshawks. Two of these part-time workers have been graduated to full time jobs.

An ex-newspaper reporter, Mr. Chatfield said, "Actually, getting news for radio is not very different from gathering it for newspapers. You've still got to have a wealth of contacts, friends and regular news sources."

When in 1946, after World War II Army service, Mr. Chatfield joined WMAZ, he brought scores of contacts with him.

Once it took an undertaker to dig up a baseball score for WMAZ. But Mr. Chatfield knew the score would be correct because he knew also that the undertaker had been scorekeeper at the game.

A born worrier, Mr. Chatfield worries about

(Continued on page 64)

Something to roar about...

WFAA-TV Sales Results

"Our *Bob Stanford Show's* first year on WFAA-TV for FRITOS has done an excellent job increasing sales.
"It has also enabled us to get distribution way beyond expectation on an item not advertised any other way."

Ray K. Glenn, GLENN ADVERTISING, INC.

"Special credit goes to the *Julie Benell Show* participations which gave the Dallas area a sales increase that more than doubled the national increase in sales over a ten-week period!"

C. S. McGill, District Representative
E. L. BRUCE COMPANY

"More than 23,000 registered members in Sanger's Webster Webfoot Club. Enough said!"

C. T. Kelly, Director Public Relations
SANGER BROS., INC.

"A two-minute SALADMASTER participation spot ran at 10:07 P.M., October 12, pulling 107 telephone calls requesting SALADMASTER home demonstrations in Dallas and Ft. Worth!"

TED WORKMAN ADVERTISING AGENCY

Television Service of
THE DALLAS MORNING NEWS

DALLAS' PREMIER TELEVISION STATION

Martin B. Campbell, General Manager
Ralph W Nimmons, Station Manager

WFAA-TV
CHANNEL 8 – 27.1 KW
NBC · ABC · DUMONT

EDWARD PETRY & CO., National Representative

IT'S RESULTS THAT COUNT... ALWAYS!
In Radio In St. Louis Radio
OVER...AND OVER AGAIN...
SMART ADVERTISERS USE KWK!
A typical example taken from our files shows that a large agency selected KWK for a trial campaign. Several other short contracts followed. Within two years they were signing only one kind of contract for KWK—for 52 weeks! They are now in their FIFTH such contract. They are just one of many large national agencies that have found that KWK DOES SELL MERCHANDISE!
IT'S KWK
IT'S LISTENERS...
In Football
IT'S TOUCHDOWNS...
KWK
Globe-Democrat Tower Bldg. Saint Louis
Representative The KATZ AGENCY

FREQUENCIES

Pratt Policy Study Is Underway

ROUNDING out his first month as telecommunications advisor to the President, Haraden Pratt is working to formulate a national policy for allocation of scarce spectrum space among government and civilian users.

The former vice president of American Cable & Radio Corp., an IT&T subsidiary, is now holding discussions on the many problems confronting him in his new task.

Mr. Pratt already has conferred briefly with some top government officials and will meet with others in the weeks ahead before laying the ground work for a blueprint on frequency allocations. Most of these discussions have been preliminary.

Among those with whom he has talked, it was learned, are FCC Chairman Wayne Coy and representatives of the government's Interdepartment Radio Advisory Committee (IRAC) and the Central Intelligence Agency.

Mr. Pratt's conference with Mr. Coy was brief and touched on problems of mutual concern, it was understood. Specifics—such as Sec. 306 and Sec. 606 of the Communications Act—reportedly were not discussed. It was agreed that the problems are complex and that caution is necessary.

These sections respectively authorize the President to assign radio frequencies to government stations without regard to FCC licensing regulations and to commandeer civil radio and wire telecommunications facilities.

Budget considerations in the face of Congressional cuts of agency funds was of concern in most of the discussions. At least this issue reportedly arose in talks with Chairman Coy and IRAC.

Backlog of Work

It's reported that the telecommunications advisor to the Chief Executive has voiced concern over the backlog of work confronting IRAC on the assignment of frequencies for military and other government users. How best to bring IRAC "current" with its work is a matter of speculation in light of the importance of pressing national security problems. Again, budgetary and other factors are involved.

Under the President's executive order of last month [B•T, Oct. 15], the IRAC (comprising Defense, State and other department authorities) "shall report to and assist [Mr. Pratt] in the performance of his functions as he may request."

Another issue at stake is that of resolving repeated complaints that the military has exacted more than its share of frequencies at the expense of private users whose requirements are administered through FCC. This has precipitated concern in the radio-TV industry.

Despite the pressure of these problems, Mr. Pratt appears determined to function with a small token staff. It's understood that he is reluctant to surround himself with considerable personnel lest he be charged with operating a small FCC.

The question of calling on experts who are predisposed to certain communications views, by dint of their association with industry or government, also has been posed, it was understood.

Aside from necessary clerical help, Mr. Pratt is being assisted by Fred Alexander, who organized and directed technical studies for the President's former Temporary Communications Policy Board, and William E. Plummer, formerly with Glenn D. Gillett & Assoc., Washington consulting radio engineering firm.

Mr. Alexander is serving as assistant to Mr. Pratt, while Mr. Plummer may be expected to handle problems relating to radio engineering data.

Pratt Duties

As outlined in the executive order, Mr. Pratt is charged with (1) coordinating development of telecommunications "policies and standards" for the Executive Branch; (2) assuring "high standards" for management; (3) coordinating development of telecommunications plans by participating agencies; (4) assigning frequencies to agencies under Sec. 305 of the Communications Act, and (5) developing U. S. frequency requirements.

The telecommunications office also has its own budget worries. At present Mr. Pratt's salary (he draws $15,000 annually) and that of his aids is drawn from the President's emergency fund. As a matter of housekeeping, this brings the fiscal matter under the jurisdiction of the National Security Resources Board, which operates under the Executive Office of the President. There is no other budgetary provision for telecommunications at present.

To Discuss PR

MEMBERS of the Hollywood Advertising Club will discuss "Public Relations in Advertising" Nov. 29 on the club's weekly *Advertising in Action* roundtable program on Liberty Broadcasting System. Program originates from KMPC Hollywood. Participating in the panel will be Jack O'Mara, John I. Edwards & Assoc., advertising agency; George Burtt, advertising manager, Western Holly Appliance Co.; Irving Eckhoff, Roche-Eckhoff & Assoc., advertising and public relations agency, and Phil Seitz, *Advertising Age*. John Baird, public affairs director of KMPC, is program moderator.

BUFFALO FIRE

WBEN Simulcasts Disaster

WBEN-AM-TV Buffalo topped off a spectacular 18-program spot coverage of the disastrous oil fire in Buffalo harbor Oct. 29 (Monday) with a simulcast early Tuesday featuring Coast Guard rescuers.

Announcer Woody Magnuson furnished the high spot through a tape recording made when he persuaded a friend in a power launch to take him into the oil slick area near the burning vessels. Shouts of Coast Guardsmen warning him away from the danger area were taped just before a second explosion rocked the burning boats.

WBEN-TV, with studios in Hotel Statler, had an ideal set-up for telecasting. Cameras were aimed from the hotel's 18th floor overlooking the harbor. A half-dozen local and network programs were interrupted. John Corbett, who was nominally off-duty, did most of the radio and TV announcing. WBEN's Ward Fenton fed NBC at 11:15 p. m. Monday and 8 a. m. Tuesday.

SUIT NAMES CAPITOL

Larry Bozo Valli Files

CHARGING that Capitol Records, Hollywood, used his name for a series of recordings without permission or remuneration to him, Larry Bozo Valli, professionally known as Bozo the Clown, last week sued the record company for $500,000.

The action was filed in Los Angeles Superior Court through Mr. Valli's attorney, J. G. Bragin.

Mr. Valli, who claims he has been known by the Bozo the Clown title since 1917, further charged that Capitol licensed some toy manufacturers to turn out toys with the *Bozo* label. An accounting of the profits provided from these sources is being asked in the suit.

Also named in the action were four "John Doe" actors who have appeared in the Bozo records produced by Capitol.

'Music of the Stars'

TRANSCRIBED radio series, *Music of the Stars*, 52 quarter-hour programs produced by Harry S. Goodman Productions, N. Y., has attracted the interest of the Rudolph Wurlitzer Co. (musical instruments), North Tonawanda, N. Y. Company is offering the series to some 250 Wurlitzer dealers on a co-op basis, it was announced last week. Program features Dick Leibert, organist, at the giant Wurlitzer in Radio City, who is also featured by the manufacturer in his trade journal advertisements. Dealers in Baton Rouge, La.; South Bend, Indianapolis and Fort Wayne, Ind., have already signed for *Music of the Stars* and air time is being cleared on a Chicago station.

The Christmas that starts in the summer!

For some people, the Yuletide season starts around July.

They're the department store buyers of America — and they do their Christmas shopping really *early*. They begin their purchasing months in advance of the Christmas buying spree.

But despite careful buying, December is a wild, unpredictable month. Shelves are quickly emptied. Sell-outs become the rule. Thousands of sales may be lost through simple lack of merchandise.

But these buyers know the answer. To them, a sell-out means one thing—a quick call for more merchandise, via Air Express!

The world's fastest shipping service fills their shelves overnight!

Whether you buy or sell goods, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

front office

HERBERT D. OLSON, treasurer and program director KXIC Iowa City, named general manager KOCS Ontario, Calif. He succeeds **WALLY SEIDLER**, who resigned to join KPMO Pomona, Calif., as station manager. Mr. Olson retains financial interest in KXIC his station duties having been taken over by **KENNETH M. BAILEY**.

Mr. Olson

CHARLES E. SMITH, general manager WTBO Cumberland, Md., appointed president. Mr. Smith before joining WTBO served with WMMN Fairmont, W. Va., and WINX Washington.

BILL WALLACE, sales manager Broadcasting Services (Transit Radio in Minneapolis-St. Paul), appointed sales manager of Los Angeles office, Adam J. Young Jr., radio station representative. Los Angeles office is in room 422 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood 28.

JOHN F. (Jack) NEAL appointed manager WHBS-AM-FM Huntsville, Ala., succeeding **E. H. KEOWN**, resigned. Mr. Neal was with WKRG Mobile, Ala.

JAMES WHATLEY, chief engineer, assistant manager and salesman WRFS-AM-FM Alexander City, Ala., appointed manager. Mr. Whatley succeeds **LEM COLEY**, resigned to accept position as personnel director of Russell Mfg. Co.

JOSEPH R. MATTHEWS appointed office manager of San Francisco office Weed & Co., effective Nov. 12 (today). Mr. Matthews, formerly a member of Weed's Chicago staff, replaces **MOBILE EASTMAN**, who will remain with firm in San Francisco.

...Cleveland's CHIEF Station *moves merchandise* from dealer's shelves. Top talent, top promotion, plus Greater Cleveland's strongest signal sells for WJW advertisers. Got a merchandise moving job? Get availabilities NOW from—

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

POWELL ENSIGN returns to Everett-McKinney Inc., N. Y., as sales manager, following an extended illness. **CHARLES WHIPPLE**, account executive Paul Raymer Co., Chicago, appointed midwestern sales manager Everett-McKinney.

ROBERT A. KILPATRICK, national sales manager KING Seattle, named acting sales manager. He succeeds **ROGER RICE**, who had been recalled to active duty with Marine Corps.

MARY ALICE CONNELL appointed manager of television spot sales service department ABC, succeeding **EMILY CLARK**, resigned. Miss Connell was with DuMont Television Network.

LEO M. MORRIS, sales staff WPAT Paterson, N. J., appointed northern New Jersey sales manager.

AMBASSADOR FLETCHER WARREN, political advisor to American Delegation at NARBA conferences last year in both Canada and Cuba, appointed as Ambassador to Uruguay. Since NARBA sessions, he had served as assistant to Assistant Secretary of State Miller, in charge of Latin American affairs.

OLIVER J. KELLER Jr., appointed assistant manager WTAX Springfield, Ill. Mr. Keller has just returned from Korea where he served with the U. S. Navy.

H-R REPRESENTATIVES Inc., N. Y., appointed national representative for WTSP St. Petersburg, Fla.

FRANK G. ATKINSON Jr. assistant manager of radio co-op program sales for ABC, appointed manager of department.

RALPH C. KELLEY, sales staff WAAF Chicago, appointed midwest manager of Walker Co., radio and TV station representatives.

ROBERT E. BAILEY, J. Fred Henry Publications, N. Y., to eastern sales staff Free & Peters Inc., radio and television station representatives.

DICK GRAVETT, KJBS San Francisco, to sales staff KFRC San Francisco.

ROBERT MEEKER Assoc. opens San Francisco office under direction of **DON PONTIUS**, formerly Chicago manager of firm. Offices are located in Russ Building, 235 Montgomery St.

PAUL LaRIVIERE named commercial manager KBIS Bakersfield, Calif., replacing **HOMER GRIFFITH**, resigned to become national sales manager KYNO Fresno, KCOK Tulare and KAFY Bakersfield.

BILL MERTZ, Chicago representative Frederic W. Ziv Co., to regional sales staff KWWL Waterloo, Iowa.

EDWARD J. McCROSSIN, counsel for DuMont Television Network, to network legal staff ABC. Prior to his association with Du Mont, Mr. McCrossin was a member of legal staff of NBC.

WARREN M. MORTON, sales staff in New York office of WLWT (TV) Cincinnati, to sales department WOR-TV New York, as account executive.

VINT BLISS, H-R Reps., Chicago, to CBS Radio Spot Sales, same city.

J. W. MONDOUX, promotion manager CJSO Sorel, Que., named manager CFDA Victoriaville, Que.

GEORGE L. BAREN BREGGE appointed to sales staff WDTV (TV) Pittsburgh. He was with KQV Pittsburgh.

Personals . . .

DAVID MEBLIN, salesman, KFSO San Francisco, father of boy, Andrew James. . . . **TED COTT**, general manager WNBC and WNBT (TV) New York, appointed co-chairman of 1952 campaign of The Legal Aid Society, which provides legal services to those who cannot pay. . . . **DONN B. TATUM**, director of television ABC Western Div. and manager KECA-TV Los Angeles, elected president United Cerebral Palsy Assn. of Los Angeles. . . . **JACK FRITZ**, representative, ABC Spot Sales, Detroit, father of boy, Jack Wayne, Nov 1.

Graybar announces the new Altec 220A portable speech input equipment

Developed as a result of long experience in the broadcasting and sound fields by Graybar and Altec Lansing, the new Altec 220A Portable Speech Input Equipment embodies outstanding performance in a more versatile and compact design.

Here are a few important features:

- **Designed for AM, FM and TV Remote Pickups**
- **Compact—only 23" x 12" x 6"**
- **Light Weight—less than 30 pounds including case**
- **Four Microphone Preamplifier Channels**
- **AC or DC Operation**
- **Illuminated Volume Indicator**

ASSOCIATED MICROPHONES

Graybar can supply a wide variety of units for all types of remote and studio use.

New Altec 633C

This reliable "salt shaker" mike is now available *in all three impedances – 30, 150,* and *250 ohms.* Multi-purpose, the new 633C dynamic is suitable for field, studio, or news use.

New Altec 632C

A ruggedly-built, bantam-sized "salt shaker". Light in weight, it is ideal for voice-only use . . . in high noise level areas . . . and as a sports pickup unit.

Altec 639A and B

The ever-popular directional type for controlling pickup and reinforcement. Superior technical quality and versatility, make this unit a reliable standard for AM, FM, and TV use. Controllable pickup pattern—omni-directional to cardioid.

Altec 21B

Combining minute size with top technical performance, the Altec "thin man" mike is blastproof, shockproof and omni-directional. It is available in stand, lapel, and chest-plate types.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete specifications and prices on the Altec 220A portable speech input equipment, Altec microphones, as well as on any of your other broadcast requirements.

Our nation-wide network of offices and warehouses places Graybar service close to you no matter where you are located. Make it a point to call today for full particulars. *Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.* 1C2-111

Distributor of *Western Electric* products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,24)
Attenuators (9)
Cabinets (16)
Consoles (1)
Loudspeakers and Accessories (1,26)
Microphones, Stands, and Accessories (1,5,14,15,18,26)
Monitors (13)
Recorders and Accessories (2,10,20,23)
Speech Input Equipment (1,21)
Test Equipment (1,9,13,25)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (8,12)
Transmission Line and Accessories (6)
Transmitters, AM and TV (7,21)
Tubes (12,18,24)
Turntables, Reproducers, and Accessories (10,20)
Wiring Supplies and Devices (4,11,12,14,19,22,26)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Cannon
(6) Communication Products
(7) Continental Electronics
(8) Crouse-Hinds
(9) Daven
(10) Fairchild
(11) General Cable
(12) General Electric
(13) General Radio
(14) Hubbell
(15) Hugh Lyons
(16) Karp Metal
(17) Machlett
(18) Meletron
(19) National Electric Products
(20) Presto
(21) Standard Electronics
(22) Triangle
(23) Webster Electric
(24) Western Electric
(25) Weston
(26) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

BLOOD PLEDGES

CBS Radio Plans Marathon

TO HELP meet national requirements for 300,000 pints of whole blood each month, CBS Radio Network of 206 affiliated stations will hold a blood pledge marathon Nov. 15 (Thursday). Move was part of broadcasters national effort in behalf of the blood bank drive [see FEATURE OF WEEK, page 18].

The 15-hour appeal for blood donation pledges will receive personal around-the-clock participation of Arthur Godfrey, with nearly every network program and numberless local shows shortening scripts by one minute each that day for Mr. Godfrey's 50-second appeals. The remaining 10 seconds will allow local announcers to give Red Cross telephone numbers, so donors can call their home units. Cooperation in the marathon has been assured by all CBS Radio stations, program sponsors and many broadcasting personalities, as well as by local Red Cross chapters, the U. S. Army, the Union Pacific and Western Pacific Railways.

Defense Dept. officials have reiterated that an even supply of blood each month is as important as a guaranteed minimum. Shortages in one month cannot be compensated for with later increases since whole blood cannot be preserved indefinitely. Blood will be used for Korean combat casualties, replenishing stockpile reserves—now low—and for civilian emergency needs.

IN MONTREAL

it's

CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the *coverage*, the *listenership*, to do a real selling job in the rich Montreal market area.

CANADA'S FIRST STATION CFCF

U.S. Representative—Weed & Co.

OVER 300 representatives of radio, TV and press convened during open house held Oct. 23 for all media by VanSant, Dugdale & Co., Baltimore. Caught chatting are trio of WFBR Baltimore executives and agency official. L to r: John E. Surrick, vice president and general manager of WFBR; William S. Pirie Jr., station's sales director; Bob Walsh, radio-television director, VanSant, Dugdale; and Robert S. Maslin Jr., WFBR publicity director and secretary. Guests toured agency's new quarters at 15 E. Fayette St. in downtown Baltimore.

WRAL SCORES

Listeners Share Expenses

LISTENERS shared cost of a three-hour gridcast carried by WRAL Raleigh, N. C., from Washington, D. C.

On Oct. 19 another Raleigh station decided not to air a football game that night between George Washington U. of Washington and Wake Forest College of Wake Forest, N. C., near Raleigh. Wake Forest fans began to phone WRAL, which already had a crew in Washington to air another game the following day. Telephone lines were ordered, engineers were hired, broadcast facilities were lined up. There had not been time to find a sponsor but WRAL carried the game nevertheless.

Instead of commercial announcements, the WRAL announcer simply related the story of the last-minute arrangements. He itemized the expense involved, and mentioned that if any listener wished to share costs, the station would welcome a dollar along with any comments.

The next day the WRAL post-office box was jammed—and 10 days later dollars still were coming in. Not only were there more dollars than the station would have received from a straight sponsorship deal, but the comments reflected hundreds of newly-won friends. WRAL sent each contributor an "honorary stock certificate" noting that the holder "had an interest" in WRAL's sports coverage.

RELIGION Makes the News, weekly radio feature sponsored by the Council of Churches of Syracuse and Onondaga Counties in New York, presented second award in religious news category of Protestant Broadcasting and Film Commission.

STORM AID

Radio Gives Relief

RADIO was out with the snow plows in the Midwest last week as the first big storm of the season broke early.

First report reaching BROADCASTING • TELECASTING from the snowbound area came from KXOK St. Louis which continued operations during an emergency caused by the fifth heaviest fall in all Weather Bureau history in the area. Station worked closely with city police, public service officials and the telephone company.

Service announcements from all over the city were handled by half of the staff who were able to get to work themselves. They stayed at their jobs after the regular day to take incoming calls for help. KXOK-FM's Transit Radio also pitched in, keeping snow-covered riders posted on storm conditions. As storm hit the city, Bruce Barrington, news editor, and Charley Stookey, farm editor directed bulletin operations.

AFRA CHARGE

Filed Against KCBQ Owner

UNFAIR labor practice charges were filed by AFRA with NLRB last week against Charles E. Salik, owner-manager, KCBQ San Diego.

A two way charge asserts Mr. Salik told Grady Edney, program director and only non-AFRA announcer at station not to join union, and further, that the station owner at a staff meeting told announcers to insist on a May, 1954 date for length of contract recently negotiated with union, with the implication that various favorable conditions might be denied them if they did not carry his wishes through. Contract duration date insisted on by union was Oct., 1953, one on which the union had understood to have already been agreed.

The union further ordered the five station staff announcers not to work on any programs on which Mr. Edney performs.

Following knowledge of Mr. Salik's position, the union and four network stations—KFSD (NBC), KGB (MBS), KFMB (ABC), and KCBQ (CBS)—agreed on a five dollar weekly raise to staff announcers in all brackets and extension of a new contract to Jan. 31, 1954 with provisions for reopening in 1952 or 1953. New increase brings new basic salaries to $70, with $10 increase after 20 months. Mr. Salik's meeting with the announcers assertedly followed these negotiations.

AFRA currently is negotiating with KSDO San Diego, an independent, following authorization by staff announcers to represent them.

Labor Cases

TWO AFL petitions seeking representation of certain employes at Westinghouse Electric Corp. and General Electric Supply Corp. have been dismissed by the National Labor Relations Board. IBEW Local 110 sought a unit for all appliance, radio-TV servicemen and repair men at the GE plant in St. Paul, Minn. The parent AFL also requested a group for all maintenance workers at Westinghouse's Cleveland plant.

In Greater Grand Rapids

...the most ears

are WOODpecked!

WOOD

5000 WATTS • NBC AFFILIATE AND WOOD-TV

GRAND RAPIDS, MICHIGAN

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV Indianapolis

KATZ AGENCY

AUCTIONBUCKS

Giveaway Idea Copyrighted

WLIZ Bridgeport, Conn., is so enthusiastic about its *Auctionbucks* giveaway program that is has protected the idea under copyright and trade mark laws.

Auctionbucks [B•T, Oct. 8] was aired for the first time Oct. 8. Listeners bid for prizes with scrip "money" distributed by participating merchants. The scrip, "auctionbucks," given by merchants is determined by the amount of each sale.

Next airing is slated Nov. 24.

Philip Merryman, WLIZ president-general manager, said that under a new company, Auctionbucks Inc., of which he is president, he is willing to share the idea with other stations. "Our original plan was to defer outside arrangements until January 1st, but this proved to be too big a promotion to hold in check and we are now entering the national field immediately," Mr. Merryman said. "Only one station in a city will be licensed," he added.

RURAL SURVEY

WLW Reports Listening Up

FARM listeners in the Ohio Valley are tuning in their radio sets more frequently these days, with rural listening in the WLW Cincinnati area up 8% over 1950, according to Crosley Broadcasting Corp. Figures were contained in a rural audience survey released last week by Robert E. Dunville, Crosley president.

The study also refutes claims that AM radio is losing ground, Mr Dunville said, showing the WLW farmer-listener is spending 1:17 hours each day by his set, with dial tuned to WLW. Crosley research department also claimed the 50 kw station reaches 1,045,000 rural homes during an average week and 1,383,000 homes per month or 70% of farm homes in the station's area.

Listening has jumped 10% over 1949, the study found. The hours-minutes finding of 1:17 each day compares with 1:11 chalked up last year in a similar survey.

NEWS
from Binghamton, N. Y.

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

PROCESS LINE

FCC Asked to Reorganize

CALL for the FCC to reorganize its standard broadcast processing line was made last week in a petition filed by Tri-County Broadcasting Co. of Hawkinsville, Ga.

Georgia applicant — for 610 kc with 500 w, daytime only—asked that the Commission pull out all applications for new stations in communities that do not now have primary radio service and process them "expeditiously."

Petition declared that it would be fairer for applications for stations in communities where there is no existing station or primary radio service to receive consideration ahead of those that seek changes of facilities or "merely to add a station in a city where already there is an abundance of stations."

Tri-County cited the fact that it filed its application May 21, 1951 and became No. 71 on the processing line. As of Nov. 7, it said, it was No. 58. At this rate, it declared, it would be two and a half years before its application got staff attention.

Growing pileup of applications in the standard broadcast processing line has caused some concern among broadcasters and radio lawyers and engineers. They fear a recurrence of the situation that existed in 1947, when the FCC found it necessary to clamp a "temporary expediting" freeze order on AM applications in order to get out from under a huge logjam [B•T, Jan. 13, 1947 et seq.].

KVOL POWER BOOST

Examiner Proposes Denial

RECOMMENDED denial of permission for KVOL Lafayette, La., to increase its daytime power on 1330 kc from 1 kw to 5 kw was made in an initial decision issued fortnight ago by FCC Hearing Examiner Fanney N. Litvin.

Overlap between commonly-owned KVOL and KANE New Iberia, La., was cited as the primary reason for the proposed denial. The examiner found that George H. Thomas, general manager of both stations, owned 50% interest in KVOL and 60% interest in KANE.

Also cited in the record as reasons for denial of the application was the adjacent channel interference that the proposed facility would receive from KXYZ Houston and KOLE Port Arthur, Tex. Both these interferences would affect a population of 39,510 out of the 109,010 KVOL estimated it would add to its audience through boosting daytime power, the examiner held.

At the same time, the examiner found that the proposed 5 kw daytime operation of KVOL would interfere with 2,420 people now receiving interference-free KXYZ service and 6,590 people now getting interference-free KOLE service.

RCA TUBES

The standard of comparison

Solid Service . . . assured!

Your RCA Tube Distributor is set up to handle calls for tubes in minimum time. He knows the "angles" in your field . . . talks tube language. And he's established in the business. By all means, take advantage of his experience. He's as near as your telephone.

And speaking of solid service . . . the vhf tetrode pictured here . . . is a top performer when it comes to FM and TV operations. RCA 4-125A/4D21 is but one in RCA's complete line of tubes meeting each and every broadcast station's need.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Respects

(Continued from page 56)

all the news in Macon. If that situation is under control, he worries about all the news in Bibb County. And if that doesn't keep him occupied, he extends his worrying to include the whole of Georgia.

About four years ago, he found that he had worried himself into a stomach ulcer.

His ulcer and his three-year-old son, Biff, are the only things he can't manage. The ulcer interferes with Mr. Chatfield's eating—one of his favorite pastimes. He likes also to take an afternoon nap but Biff has put an end to that.

Mr. Chatfield's wife, Elizabeth, however, has shouldered some of the duties of being both father and mother to Biff during this past year when Mr. Chatfield has been fighting to preserve news freedom against government encroachment.

As if he didn't already have his hands full, Mr. Chatfield has found time to become an important participant in community affairs.

He is a member of the Bibb County draft board, vice president of the County Safety Council, a member of two committees of the Macon Chamber of Commerce, a member of the Salvation Army Advisory Council, publicity chairman for the Georgia Dept. of the American Legion and, in addition, handles publicity for the Moose Club, American Legion Post 74, the 40 & 8 Society and the Bibb County Game and Fish Club.

Mr. Chatfield also is a member of President Truman's Radio Advisory Committee, the National Council on Radio Journalism and the National Conference of Christians and Jews.

With Mr. Chatfield's appointment to the National Council on Radio Journalism, WMAZ became the only station in the country to have two members on the council at the same time. Wilton Cobb, station manager previously appointed to the committee, represents the National Assn. of Radio and Television Broadcasters.

In addition, Mr. Chatfield has served as president of the Georgia Wildlife Federation, the Bibb County Sportsmen's League, the Macon Softball Assn. and the Middle Georgia Baseball League, and is a member of Sigma Alpha Epsilon, social fraternity, and Sigma Delta Chi, national professional journalistic fraternity.

Fights for Information Freedom

As NARND president, Mr. Chatfield is particularly proud of the Freedom of Information and the Newspaper Affiliates Committees which were organized under his leadership.

Born in Camilla, Ga., Sept. 28, 1913, he moved about during his early childhood as his father, a Methodist minister, received his church orders.

Young Ben attended grammar school in Macon, Emory Academy in Oxford, Ga., and Lanier High School for Boys in Macon before entering Mercer U. there in 1933.

Even such a capable executive as Mr. Chatfield, however, runs up against a situation when he feels at a loss. This happened to Mr. Chatfield in Tokyo just after the war.

As one of the organizers of the *Pacifican*, an Army newspaper put out in Manila, Mr. Chatfield covered the surrender ceremonies aboard the Battleship Missouri Sept. 2, 1945.

Later, Mr. Chatfield went to conquered Tokyo and, as is his way, made friends with many Japanese.

It didn't take long for him to realize what a rigid framework of politeness governs Japanese social life. For instance, it's almost inconceivable to refuse a gift offered by a Japanese friend.

One evening, a new Japanese friend came in with a present for Mr. Chatfield. The "present" turned out to be a Japanese girl, very much alive!

For just this once, Mr. Chatfield was at a loss.

DELEGATION at NARTB District 6 meeting [B•T, Oct. 29] included (seated, l to r): William Rudner, WMPS Memphis; Sam Anderson, KFFA Helena, Ark.; Ralph Wentworth, BMI; George Harding, Branham Co., Dallas. Standing, Jack Gale, United Press; W. Henry Linebaugh, WROL Knoxville; Bob Shipley, Associated Press; Irving C. Waugh, WSM Nashville. District 6 met in New Orleans.

N. Y. AUDIO FAIR

New Products Shown

AN ESTIMATED 100 exhibitors displayed broadcast and industrial sound products at the Audio Engineering Society's third audio fair held in New York Nov. 1-3 at the Hotel New Yorker.

RCA displayed a number of new products, including a new broadcasters' light-weight announce microphone, a master switching consolette combining many functions heretofore offered only in custom master control equipment, and a complete line of 16 mm projectors, among them a new "RCA" magnetic sound projector.

Magnecord Inc. displayed for the first time its new "Binaural" tape recorder, which, based on the same principle as stereophonic photography, gives a "third dimensional" effect. Officials foresaw far-reaching industrial uses for the new development but said its radio-TV value is limited—at least for the present—to off-the-air uses such as checking orchestra rehearsals, etc., since its dependence on two simultaneous recordings (and two simultaneous reproductions) makes it unadaptable to standard broadcast transmission techniques.

Among technical papers presented during the fair were two emphasizing the use of electronic equipment in civil defense warning and communications systems. They were presented by R. C. C. Du Bois of RCA and John K. Hilliard of Altec Lansing Corp.

MBS PROMOTION

Extends to Canada

MUTUAL's "Radio—It's Wonderful" campaign is branching into Canada.

In wide use already in the U. S., it also has won the commendation of FCC Chairman Wayne Coy.

MBS spokesmen said that 200 copies of their "Radio—It's Wonderful" booklets, consisting of suggested air announcements stressing the basic role of radio in everyday life, have been forwarded to the Canadian Assn. of Broadcasters in Ottawa for distribution throughout Canada. Sent at the request of CAB General Manager T. J. Allard, they will be revised to substitute Canadian radio-home and set-ownership statistics for those relating to the U. S.

FCC Chairman Coy was quoted by MBS authorities as having commended the campaign in a statement asserting:

"A large segment of the public has too long taken radio for granted, failing to realize the tremendous influence this medium of mass communication wields on their day to day living. Any effort to awake people to this influence, to make them more aware of its power and particularly to awake them to their responsibilities in seeing that radio is truly used in the public interest is to be commended. I wish you every success."

CBC BOARD MEET

Scheduled Nov. 23

TEMPORARY discontinuance of FM broadcasting is being asked by CFCA-FM Kitchener, Ont., at Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp., at its headquarters in the Victoria Bldg., Ottawa. Station is requesting retention of license while discontinuing broadcasting temporarily.

Same meeting will consider stock transfers of eight stations, recapitalization of companies owning CHAB Moose Jaw, CHRC Quebec and CKRC Winnipeg and transfer of control of ownership of CHLN Three Rivers and CKLB Oshawa.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

WDRC

HARTFORD 4 CONNECTICUT

WDRC-FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

CBS

WGY FARM SERVICE
Marks 25th Anniversary

GENERAL ELECTRIC'S WGY Schenectady celebrated its 25th anniversary of farm broadcasting Nov. 2 with a dinner and full-hour broadcast of its *Farm Forum* program from the Hotel Van Curler in Schenectady.

The program included a tribute to broadcasting's service to the farmer by C. Chester DuMond, New York State Commissioner of Agriculture and Markets; a recounting of "What WGY Means to Homemakers" by Dean Elizabeth Lee Vincent of the New York State College of Home Economics, Cornell U.; an expression of "Vermont's Appreciation of WGY Farm Broadcasting," by Vermont Agriculture Commissioner Stanley C. Judd; a discussion of "More Power to America" by GE Vice President Chester H. Lang, and the regular "WGY Farm Question Box," featuring Merl L. Galusha, WGY supervisor of farm broadcasting, and Ed W. Mitchell, WGY farm advisor. Gov. Thomas E. Dewey, who had been slated to speak, could not attend.

Robert B. Hanna, station manager of WGY and its associated WRGB(TV) and WGFM(FM), was toastmaster at the dinner, attended by about 300 guests. Howard Tupper was staff announcer for the broadcast, which also included music by Edward A. Rice and his orchestra, the "Sweet Sixteen" chorus and soloist Stuart Churchill. Invocation and benediction were by the Rev. Walter Whitney and the Rt. Rev. Frederick L. Barry, D. D., respectively.

Boy Scout Week

RADIO and TV, in keeping with their public service record, are expected to help the Boy Scouts of America celebrate its 42d anniversary during Boy Scout Week, Feb. 6-12, 1952. During the week, scouts will touch off a three-year project called "Forward . . . on Liberty's Team." Theme is to inject idea of effective citizenship and physical fitness in war and peace among the nation's youth.

air-casters

CHARLES G. MORTIMER III, producer-director CBS-TV, named assistant to **CHARLES UNDERHILL,** national director of television program department ABC.

GEORGE DeGRACE, promotion director WISN Milwaukee, Wis., appointed public service and educational director.

BOB FRANKLIN, staff announcer KGW Portland, Ore., appointed chief announcer.

PAUL SNYDER named program director KOWL Santa Monica, Calif., replacing **WARREN DEEM,** resigned.

GEORGE FELDMAN, producer Voice of America, named a night program manager ABC. He will also continue his duties at VOA.

ROBERT LaMERE, program and news director WLBH Mattoon, Ill., to WBEL Beloit, Wis., in similar capacity.

EVALENA BRIERS, women's editor WESC Greenville, S. C., resigns.

JIM McKIBBEN, program director KIDO Boise, Ida., resigns. **JACK LINK,** announcer-writer, succeeds Mr. McKibben as program director. **BILL HARVEY,** announcer KTFI Twin Falls, Ida., to KIDO, in same capacity. **WAYNE DAVIS,** announcer KIFI Idaho Falls, Ida., to announcing staff KIDO, replacing **HAL STEWART,** resigned. **PAUL EVANS** returns to KIDO, as continuity writer. He has been on active duty with Navy.

ALAN HENRY to WONS Hartford, as publicity and sales promotion manager. He was sports editor and salesman WICH Norwich, Conn., and before that with Durand Adv., N. Y.

BILL MANHOFF takes over writing-directing of CBS Radio *Meet Millie* show. He replaces **FRANK GALEN,** who has taken on other network assignments, including CBS Television *Alan Young Show.*

ROBERT GRAPPERHAUS, sound effects man NBC Hollywood, father of boy, Thomas Robert, Nov. 2.

GERRY HARRIS, staff announcer for WMTR Morristown, N. J., and his wife, the former **BETSY CHAPMAN,** advertising copy writer WMTR, parents of boy.

SCOTT BISHOP, program director WIOD Miami, Fla., awarded special "certificate of appreciation" from local post 1608 of Veterans of Foreign Wars. Mr. Bishop was presented the award "in recognition of his unselfish and valuable service rendered through his untiring efforts of bringing facts before the public in his semi-weekly WIOD *Editor's Report.*"

NORMAN ROSS, radio-TV emcee NBC Chicago, has returned to work after a serious operation in September.

DICK LAWRENCE to announcing staff WKDN Camden.

JAY ANDRES, announcer WBBM Chicago, father of daughter.

DON PORTER, production manager KASH Eugene, Ore., to KGO San Francisco, to star on *The Don Porter Show.*

LARRY FINLEY, president of defunct Progressive Broadcasting System, named disc emcee KFWB Hollywood.

TERRY SAINT, WSAV Savannah, Ga., appointed to announcing staff WMAZ Macon, Ga.

BILL MASON, WOC Davenport, Iowa, and **JIM SCHRAD,** appointed to announcing staff KCIM Carroll, Iowa.

BOB WEAVER, staff announcer WTVJ (TV) Miami, called to active duty with Air Force.

ROLLIE THOMAS, announcer KFI Los Angeles, winner of annual golf championship of Southern California Broadcasters Assn.

JANET GILLESPIE, women's editor WHBC Canton, Ohio, and **NICK BOZEKA,** disc jockey WCMW Canton, married.

CHARLES CRAIG, announcer WWST Wooster, Ohio, named to announcing staff WHBC Canton, Ohio. **JANE HALL** to WHBC, as continuity writer.

GEORGE GERARD, WFGN Gaffney, S. C., named announcer-engineer KTRC Santa Fe, N. M.

LOWELL HANNOCK named music librarian WWDC Washington, replacing **NORMAN BAUM,** who has been called to active duty in Armed Forces.

PHIL CHRISTIE to announcing staff WLAW Lawrence, Mass.

PHIL WILSON appointed to news staff WIRL Peoria, Ill. He just finished short tour of duty with Air Force.

JACK LYMAN, director KNBH (TV) Hollywood, assigned to review all program ideas submitted to station.

PHIL BERLE named to head all talent promotion and exploitations, including personal appearances KNBH (TV) Hollywood.

DENNY HAYES, announcer and music librarian KNUJ New Ulm, Minn., resigns to manage record department at local music store.

NEYLAND INABNIT to KNUJ New Ulm, Minn., as announcer-salesman. He has worked at KTSM El Paso, Tex.

PEGGY WOOD, star of CBS-TV *Mama* series, awarded the St. Olav Medal, at direction of his majesty King Haakon of Norway, for outstanding performance in bettering American-Norwegian cultural relations in her television role. The presentation was made by E. S. Bent, consul general of Norway at ceremony at The Waldorf-Astoria.

News . . .

CAL THORNTON, Des Moines bureau manager United Press, appointed to news staff WTCN-TV Minneapolis.

NORMAN WERTHMAN, assistant news director WTVJ (TV) Miami, father of daughter, Debra Ann.

HERB KASSNER returns to news staff WMAZ Macon, Ga., following one year active duty in Army.

HARRY SEDGWICK, night supervisor and newsman WCPO-TV Cincinnati, to news and continuity staff KOMO Seattle.

JAMES PROCTOR, graduate Purdue U., appointed assistant to **DON DAVIS,** farm director WHAS Louisville.

NED EHLERS, sports editor for WMTR Morristown, N. J., and June Daniher, married.

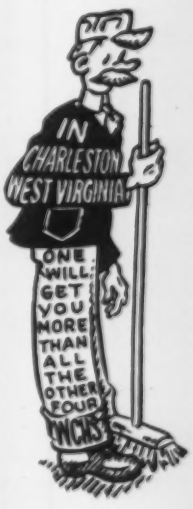
LOWELL THOMAS, news analyst CBS Radio, awarded Ohio Career Medal by Gov. Frank J. Lausche in Columbus "for long and distinguished service to the world." Award presented by Ohioana Library Assn., that city. Medal is given each year to native of Ohio for outstanding achievements or public service.

THE Omaha Advertising Club has established a $200 annual advertising scholarship for one senior at Omaha and Creighton Universities, majoring in advertising.

Miss Lucy Kerwin
Kenyon and Eckhardt, Inc.
New York City

Dear Lucy:

In jest about ten days th' winner in th' big WCHS Defense Bond Sellin' contest fer teachers 'll be leavin' fer Europe. Th' idee wuz ter see which uv West Virginny's 16,000 teachers cud git thur pupils ter sell th' most bonds. Well, hit's all over now, an' th' winner is goin' tev Europe ter see how American defense dollars is bein' spent. After a tour uv Western Europe's defenses, th' winner'll come back ter this country an' tell th' other millyuns uv bond buyers how thur money's bein' used ter fight communism. Th' WCHS contest shore did a lot ter 'courage bond sales! But WCHS'll spruce up th' sales uv anybody what uses it, Lucy. Jest tho't yud like ter keep thet in mind!



Yrs.
Alay

WCHS
Charleston, W. Va.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The Writer's Lament

(Continued from page 29)

tends to minimize her contribution. The routine is familiar . . . from an original script by thing-a-majig . . . produced by Franz-slov . . . (PAUSE, AND WITH INCISIVE ENUNCIATON) . . . and this is your announcer, Cameron Paisley Shawl.

The talented continuity writer is justifiably reluctant to give radio her best when she gets virtually no recognition in return. "Hell," says the man in the front office, "nobody beats a drum when I do something good. What's she crying about?" He forgets momentarily that he is amply protected from the chill of anonymity by long, green negotiable insulation.

There are other considerations that can dilute the writer's usefulness. One of these is implicit in the nature of her job. Because advertising has a definite function there are certain disciplines that must be observed. The function of advertising is to sell, whereas literature is a notation of the heart with no excuse for being except the writer's urge to express himself. Trying to harness this urge to biscuits or silverware or anything else results in a ludicrous mess. A high level of competence is possible when advertising is accepted and practiced as a craft. This is not to say that originality and artistry have no place in advertising—the contention of the formula makers—but rather that they must be subordinated to the one function of advertising, selling.

There are two enormous frustrations that further restrict the writer's creative machinery. One of these is the arbitrary editing of copy by salesmen and businessmen. Copy should be edited, but of all the people in the industry most ill equipped to perform this function, salesmen and businessmen tie for first. Furthermore, the seemingly strong argument they give in support of their eligibility for such a job, is the one argument that should disqualify them—that is, their personal (financial) interest. Understandably, salesmen want copy that will please the sponsor, the sponsor wants copy that will enhance the merchandise, and neither one is thinking in terms of wooing the listener, which is fundamental. Radio copy should be edited by an experienced writer (preferably one who has had selling experience, too) and his authority should be absolute.

Second Frustration

The second frustration for a good writer is the indifference with which some announcers eviscerate his prose; either by not rehearsing it (a practice often thought to be the mark of a novice and therefore eschewed) or else by reading it in a manner that does everything but convey meaning. Far too much of the time far too many announcers are concerned with voice quality rather than voice function. They worry about resonance, phrasing, "establishing a style," sibilants, nasal catarrh . . . God knows what all. The business of communicating the idea on the paper in front of them is too often incidental to the business of making a pleasant sound. For this reason people with non-melodious voices sometimes make good announcers. Unable to rumble, they communicate.

Overwork is unquestionably the biggest deterrent to good radio writing. In no other industry do so few turn out so much for so little. And radio writers must not only write, they must also "service the accounts"—which is to say, make periodic trips to the sponsor's store, inspect his merchandise, sympathize with his wife's kidneys, curse Mr. Truman, and wait. Back at the office the writer confers with salesmen about new accounts, and salesmen being salesmen are convinced that every new account requires special handling. They are also convinced that writing is about as difficult as fluffing pillows and that writers complain because in radio most of them are (shame of shames) female. Then there is the actual writing, at which she is interrupted constantly. Add to that the additional duties some stations impose, such as doubling as receptionist, filing, typing, taking dictation from sponsors who "write their own," and it's no wonder that an occasional writer smokes pencils.

To recapitulate, some of the reasons for bad radio writing are: (1) the understandable, but insidious urge to please the sponsor rather than sell his merchandise; (2) dirth of compensation, financial or otherwise, for the frustrating anonymity of the job; (3) the inability and/or disinclination of some announcers to read for meaning; (4) overwork. A fifth reason that we haven't discussed is the obvious fact that some writers would make better mothers and hod carriers.

What Is Good Writing?

Now the question is, what is good radio writing and how do we go about getting more of it? Necessarily, good radio writing is writing that sells merchandise, a statement that implies more than it says. Formula makers are charmed by its terse simplicity. They assure that it automatically rules out the element of skill; reduces writing to an exercise in word choice and placement. It's not that simple. The writer must work the miracle of persuasion, beguile the wary listener. Her words must communicate before they can persuade, a true sign of good writing. The point is, how to recognize it. There are no "sure-fire" clues, but there are definite indications—over-the-counter sales being the most gratifying. When it's impossible to determine sales results, another indication is often reliable. This might be called the degree of product appeal, or the degree to which the copy enhances the product rather than the writer.

Writers who have given birth to fine passages are often tempted to wedge them in where they don't belong, simply because they can't bear the thought of leaving them out in the cold. Good radio writing must get to the point. All fine passages are not necessarily extraneous (the contention of the formula makers, who are incapable of producing them and, therefore, refuse to recognize them) but they are valid only when they help to project the main idea. Sometimes they are used to disguise it, in the case of institutional advertising, where the object is to camouflage the product and sell intangibles such as "good will," "friendly atmosphere," tradition, and the fact that the proprietor supports the American way of life —*i.e.* votes Republican.

Assuming that we are able to recognize good writing, how do we go about getting more of it? Before any improvement can be expected, management must decide (A) whether there is such a thing as good writing (B) if there is, will it do any more for radio than mediocre writing? Management (if it has read this far) will probably answer "maybe" to the first question and "no" to the second, and it will do so with the aggrieved expression that management wears when it expects the imminence of another expenditure. And yet honest, unstinting recognition of the value of good writing is the basic prerequisite for its improvement.

Next, employ someone who knows

Radio Beats Radio

RADIO enabled radio to score a beat on results of the British elections. The ingenuity of Jim McGovern, news director at WDGY Minneapolis, paid off in getting news of the British voting throughout the day half an hour before the wire services and networks reported them. Mr. McGovern borrowed a high-powered shortwave set and monitored all election results broadcast by the BBC from England, shooting returns over 50 kw WDGY as soon as he heard them. BBC also gave the station permission to record its broadcasts from origination points throughout the British Isle for playback to WDGY listeners. Mr. McGovern taped a sample first election return from a small English town, an interview with voters direct from the Scottish moors and a human-interest interview from Belfast, Ireland, and tied them into a feature the night of the election broadcasts.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

good writing to hire other writers. Then eliminate the restrictions and the evils discussed earlier. Some of this can be done by revising the selling approach. The present system (to abuse the word) works as follows: The salesman greets the writer with news of a new account. It is usually a tremendously important account. At the moment they are only buying one chain-break a month, but the account is still important because of its staggering "potential." So the writer is urged to give this one her very best, to go, as they say, all out. She nods and the salesman hands her a sheaf of notes to work from or takes her to visit the sponsor's store. In either case she gets the same old guff. "Now here's a slogan that we've always used and I want you to get this in all your copy—'Crawford's gives you quality with economy' . . . got that? . . ! Crawford's gives you quality with economy! stress that." The writer takes it down, along with a lot of other "must" information the sponsor wants in his copy. If she has any fight left in her, she may suggest that "quality with economy" has been worked over so often it has become totally meaningless, like "nice day." She is ignored. The resultant copy has all the freshness and charm of a cargo manifest.

Could Avoid Abuses

Management could revise this system, or at least modify it and eliminate many of the abuses caused by sponsor appeasement. A new system could be devised, utilizing station talent to help the sponsor sell his merchandise. It would be predicated on the principle that a sponsor is not a fat cat to be stroked for 13 weeks but a client to be served. There would have to be planning. The salesman would have to huddle with the program director, the writer, and the announcer to decide what type of radio campaign would do the account the most good, how it should be written, and how it should be read. The sponsor should not be present at this huddle, nor should he have anything to say about the preparation of copy. It is not even necessary to show it to him. He should be concerned with results and nothing else.

Granted this system is radical and will not come about overnight. Granted also that its success is contingent on persuading the sponsor that the "doctor knows what's best for him"—a tremendous selling achievement in itself. Nevertheless, this approach should be conducive to the maintenance of cordial sponsor relations over the long haul, and should banish forever the evil practice of sponsor worship.

Other Obstacles

Other obstacles in the way of more effective radio prose can be eliminated more easily. Writers will want to give radio their best when they feel that their work is *really* important; that they are not auxiliary employes. It is difficult for them to believe anything else when they are paid less than those who read what they write. Nor do they exult in the knowledge that they are further penalized for belonging to the female sex. Nor will it help the situation (improve radio writing) to tolerate these inequities because there is virtually no end to the number of low-cost female replacements for any given writer. If a station honestly believes that good writing is just as important as good announcing, writers should be paid as much as announcers . . . or as much as newsmen, if writing is that important . . . or as much as salesmen, if it's that important. In determining a writer's salary, her value to the station should be the only consideration; not her sex, not industry-wide custom, not the fact that there are many others who also like to write.

In this article we have tried to establish the fact that good writing *is* important, and we suspect that managers in their unguarded moments will admit that it is. However, not until the unguarded admission becomes a positive conviction (as strong say as the managerial conviction that good salesmen are vital to successful station operation) will there be any drastic improvement in radio writing. When that conviction is felt deeply and honestly, good writers will be hired. They will be paid according to their ability. Being good writers, they will not confuse advertising with literature. And because the station recognizes the value of their copy, announcers will be persuaded to read it for meaning. They will not be overworked. When this millennium is at hand, writers will have their reward; not only in the coin of the realm, but in the rich bounty of kind words:

"Who writes that stuff, anyhow. That isn't half bad."

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

Strubing Named

JOHN K. STRUBING Jr., vice president and member of board of directors, has been elected executive vice president of Compton Adv., New York.

TALENT UNIONS

Merger Proposal Gets Pros and Cons

MERGER of all Associated Actors and Artistes of America affiliates with Television Authority was proposed by American Guild of Variety Artists last Wednesday when it wired an invitation to all AAAA members to talk it over.

Telegram suggested that the unions "consider formulating a program for merger," that each union notify AGVA at once whether it was willing or not to consider such a plan and that responsibility for setting up meetings be conceded to AGVA.

Step was the results of pot-boilings during the previous week when members of AAAA—parent body of some 13 entertainment unions—started lining up against the merger of TVA and American Federation of Radio Artists, suggested by the radio artists' guild. Although the AFRA suggestion has been the only official utterance on the two-group junction, both AFRA and TVA—which share the same offices—had been lining up terms in unofficial huddles, with the subject scheduled for presentation at the TVA convention to be held in New York Dec. 7.

Seeks Postponement

The AGVA national board, at a recent Chicago meeting, started opposition when it passed resolutions asking for an AAAA postponement of the TVA convention, contending that creation of a separate union by TVA was contrary to the purpose for which the television group, an AAAA trusteeship, had been established.

AGVA asserted the true purpose was to combine all AAAA members into a one-card organization and affirmed its belief in an all-eastern-union combination. The Wednesday invitation to discuss such a merger was a step to back up their stand.

Monday's council meeting of Actors and Chorus Equity organizations resulted in further opposition to merger of TVA with any one AAAA affiliate. The meeting, held to discuss future of TVA and its status, to be determined at the December convention, stressed that the primary requisite was to establish peace in the television field by settling the jurisdictional dispute between TVA and Screen Actors Guild over actors appearing in films designed for television.

Meanwhile, actors and chorus members are voting for delegates to the TVA convention, with two-thirds of the 33 candidates reported to be in favor of the council's stand, it was reported.

The TVA board meeting last week sought to relieve the situation by appointing two members from each AAAA union to study the AFRA position, consider the Equity stand and study the AGVA move for postponement. Board meeting today (Monday) was expected to result in a TVA statement to the opposition.

Explaining the subsequent AGVA move for total merger, Albert J. Westbrook, national adminstrative assistant, said there was no question that all working members of the AAAA wanted it, but that no concrete steps to effect it had ever been taken. A similar merger was attempted several years ago, although AGVA—then undergoing reorganization—was not included in the talks. Plans dissolved, however, when Equity refused to accept the proposed terms.

YMCA Week Aid

ALL MAJOR networks and many local stations will participate in celebrating the first National YMCA Week Nov. 10 through Nov. 18 to commemorate the 100th anniversary of the YMCA in America and Canada. Programs which will pay tribute to the organization include *Cavalcade of America*, *Paul Whiteman's TV Teen Club*, *The Firestone Hour*, *Theatre Guild on the Air*, *Family Circle* and *Mind Your Manners*. Special broadcasts are scheduled through the week, including live dramatizations, coverage of the national banquet and recorded dramatizations, round-tables and spots.

1ST in CHATTANOOGA in the morning
2ND in CHATTANOOGA in the evening
3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience
Source: March, April, May—Hooper
WDEF
CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President
Represented by BRANHAM

allied arts

NIELS L. MORTENSEN, KCBS San Francisco, to Carol Levene Productions, S. F., television package producers as writer-producer.

ROY M. BREWER, international representative IATSE, Los Angeles, re-elected president of Hollywood AFL Film Council. Also re-elected to their posts were RALPH CLARE, Teamsters' Union, as vice president; LEWIS HELM, Studio Utilities Workers, secretary treasurer; JOHN J. LYONS, Building Service Employes Union, recording secretary. Elected to Council's board of trustees were JAMES NOBLITT, PAT SOMERSET and EDWARD HILL.

HENRY WAYNE McMAHAN, executive producer Five Star Productions, Hollywood, spoke on "Techniques in TV Commercials" before Women's Advertising Club of St. Louis.

Equipment . . .

RAY M. RAND, sales department WHLI Hempstead, N. Y., appointed sales representative Audio-Video Recording Co., N. Y.

HARRY C. CHRABOT, director of advertising and sales promotion Zenith Radio Distributing Corp., Chicago, appointed assistant to general manager in addition to his present duties.

CATHODE-RAY TUBE Div., ALLEN B. DuMONT Labs., Cliffton, N. J., announces two new all-glass 21 inch rectangular TV picture tubes. Types 21EP4A and 21KP4A employ the same all-glass bulb which results in a picture area of 242 square inches.

PENTRON Corp., Chicago, announces new portable phonograph specially designed so it can play records of all three sizes and speeds. It also features an automatic shut-off.

GORDON C. LeROY appointed sales representative for Eicor Tape Recorder Co., Chicago. He will represent company in New York State and New York City. BOB MORRISON appointed Eicor representative in Seattle, Wash.

J. C. TRESNAUK, district supervisor of training at New York for Graybar Electric Co., N. Y., appointed district operating manager at Richmond, succeeding J. U. TATUM, who is on sick leave. W. V. QUIGLEY, district supervisor of training at Boston, appointed operating manager at Providence. M. E. LEE, office salesman at Aberdeen, S. D., appointed operating manager at that office. C. J. FIELY, operating manager at Dayton, named operating manager at Evansville, Ind. H. C. McKENNEY, office salesman at Dayton, succeeds Mr. Filey at that office.

MAX BAUME appointed manager of sound department Hudson Radio & Television Corp., N. Y.

DAVID RUARK, advertising manager Reeves Soundcraft Corp., and KATHRYN A. HUNTER, publicity department U. S. Steel, married.

RICHARD HYDE appointed sales representative for Crest Transformer Corp., Chicago. He will cover Colorado, New Mexico, Utah, Wyoming and South Dakota.

CARL ALBRACHT, Westinghouse Electric Corp., Bloomfield, N. J., transfers to San Francisco, as manager of western publicity division for Westinghouse.

HERBERT F. KOETHER, Chicago regional and zone manager Crosley Div., Avco Mfg. Corp., Cincinnati, named to newly created post of manager of radio sales section of company. R. L. BAKER, builder and contract sales representative of Chicago zone, succeeds Mr. Koether.

Technical . . .

WILLIAM KLINKE, engineer WJJD Chicago, to engineering staff WBKB (TV) Chicago.

Adequate advertising

helps business manufacture more customers at low cost. Your advertising in Printers' Ink tells the leading **buyers** of advertising how **your station** can help them manufacture more customers in **your market**— at low cost.

To Address Grocers

BILL COSTELLO, recent chief of CBS Radio's Tokyo bureau, and A. C. Nielsen, president of the A. C. Nielsen Co., will speak on political situations and marketing, respectively, before the 43d annual meeting of Grocery Manufacturers of America in New York this week.

VICTOR C. DIEHM (c), president-general manager, WAZL Hazleton, Pa., who has just completed a term as president of the Pennsylvania Assn. of Broadcasters, was presented an award for "Meritorious Citizenship" by the Veterans of Foreign Wars. Formal presentation was made at a meeting sponsored by Hazleton Kiwanis during National Radio Week. At ceremonies were (l to r) Louis G. Feldman, attorney and immediate past commander of VFW, Pa. Dept.; Mr. Diehm, and Frank White, MBS president.

Agency Beat

(Continued from page 13)

Adv. (of Canada) Ltd., Toronto, succeeding late DAVID McMILLAN Sr. GORDON EFFER moved from Chicago to Toronto office as vice-president, following three years in United States and South America, as assistant research director.

JEAN H. BREIG, partner in Wertheim-Breig, N. Y. opens new agency, Breig Associates, 908 Witherspoon Bldg., Phila. Associated with her will be MARY WINSTON, art director; JEAN McKAY, production manager, and GLORIA BEUTNER, publicity and copy.

JEROME B. GRAY, founder of Gray & Rogers Adv., Phila., will be the principal speaker at luncheon meeting of Philadelphia Direct Mail Club in Sylvania Hotel on Wed., November 14. Mr. Gray will speak on "An Agency Looks at Direct Mail Advertising."

ROBERT A. McALEAR Jr. appointed account executive Davis-Daniels Adv., Detroit.

GERALD M. LAUCK Sr., executive vice-president N. W. Ayer & Son, Phila., resigns from agency, effective January 1. Mr. Lauck intends to serve as a business consultant next year.

ROBERT D. WILLIAMS, advertising department Armour & Co., to plans-merchandising department N. W. Ayer & Son, Phila.

NEWSOM W. GAY Adv., Dallas, Tex., moves to new offices in Gulf States Bldg. Telephone: PRospect 7300.

JAMES H. KNOX, Ken-Sell Adv., West Palm Beach, Fla., and Katharine Sittler, married.

JOHN PHILIP BLANK, art department Gray & Rogers, Phila., to Geare-Marston Adv. same city, as art executive.

ROBERT OTTO & Co., N. Y., opens new offices at 225 Mutual St., Toronto, Ont. ATHOL STEWART is in charge of office.

MICHAEL DONOVAN, Ward Wheelock Co., Phila., named timebuyer in radio-TV department, McCann-Erickson, N. Y.

WORKS by contemporary American composers will be performed this winter and spring during special series on CBS Radio, according to announcement last week by James Fassett, CBS Radio Div. supervisor of music. Titles of compositions to be presented will be announced in early November.

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY DEVNEY

NOVEMBER 12, 1951

TELECASTING

TODAY 220 MORE KEY ADVERTISERS ARE FEELING THE POWER OF SPOTV

In the three short months since July, 220 additional national advertisers have joined the ranks of SpoTV users on these twelve stations. That's a jump of 49% . . . in one quarter.

Yes, the trend to SpoTV is a strong one. Availabilities are going fast. Be sure that your product is getting the sales ride which only SpoTV can give it.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

RADIO

now we're solo . . .

logging television spot time only . . . helping you chart soaring sales with our wealth of TV knowledge and specialized, single-medium service in seven of your finest TV markets—New York (WCBS-TV); Philadelphia (WCAU-TV); Los Angeles (KNXT); Washington (WTOP-TV); Charlotte (WBTV); Salt Lake City (KSL-TV); and Birmingham (WAFM-TV).

CBS Television Spot Sales

Mary Lou Sherwood

SAYING HELLO AGAIN

. . . to thousands of women in Wilmington and its surrounding communities. Every Monday, Wednesday and Friday from 2:15 to 2:30 "The Mary Lou Sherwood Show" is telecast to an extremely important segment of WDEL-TV's audience — the ladies. For them Miss Sherwood mirrors life and measures its tempo. She brings to her viewers — interesting and important local men and women . . . interprets civilian defense and welfare needs . . . covers a full range of the activities of women from gowns to gadgets.

Through public service presentations such as "The Mary Lou Sherwood Show," WDEL-TV endeavors to enrich the lives of its viewers and to help make the Wilmington area a better place to live.

In the photograph, "The Mary Lou Sherwood Show" is helping celebrate the fifth birthday of the Kingswood Community Center — a Wilmington welfare organization providing health and recreational activities for children living in a crowded Wilmington neighborhood.

WDEL • TV
WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

TELECASTING

NOVEMBER 12, 1951

LESS RESERVED TV

Seen in Final Allocation Table

By EARL B. ABRAMS

EDUCATORS may get a shock when the FCC issues its final table of TV allocations—due about Feb. 1 [B•T, Nov. 5].

They are not going to get all the channels that are reserved for them under the proposed city-by-city allocations. In fact, if some Commissioners have their way, educators will end up with mighty few.

Chairman Wayne Coy's warning that educators cannot be laggards, that "people are hungry for TV [and] if you can't use those channels . . . they are going to demand that someone else do it" is the warning light. Mr. Coy made these remarks during his talk to National Assn. of Educational Broadcasters in Biloxi, Miss., fortnight ago (see story on page 74).

The pressures for commercial TV are so great, most Commissioners feel, that something has to give. Since several of them were dubious about the reservation plan in the first place, it looks as if the educational reservations are tagged.

Consensus seems to be that:

(1) Where educational institutions have made the proper engineering and financial showing during the "paper" proceedings, the reservations will be retained.

(2) Where no showings have been made—or where the showings have been merely *pro forma* and without engineering or financial substance—reserved channels will probably be reclassified commercial. This is particularly true where there are an overabundance of commercial applicants.

No Support to Claims

In between those two extremes is a twilight zone where educators have made a good claim for channels, but they have not technically substantiated these claims with engineering and financial data.

What may happen in these instances is the shift of the reservation from VHF to UHF—the target of virtually all commercial filings during the past two and half months dealing with city-by-city allocations.

Although educators pushed their case before the Commission in the number of their filings, the vast majority of them did not measure up to a full and proper showing, in the eyes of several FCC Commissioners and staff men.

However, there is one silver lining in the cloud hanging over the non-commercial, educational reservation issue.

This is that when the city-by-city allocation table is finally fixed, the Commission has said it will not change it for at least a year.

So, those channels that are finally reserved will be kept for educators for at least a 12-month period.

Under the proposed allocation, the FCC has reserved 73 VHF and 127 UHF channels for educators. In the 168 metropolitan areas of the U.S. [B•T, Nov. 5], the Commission has reserved 37 VHF and 85 UHF channels for educators.

Commission's doubts about the reservation plan are not new. Chairman Coy devoted his entire additional views in the Commission's Third Report to this point of view. In like manner, Comrs. E. M. Webster and George E. Sterling also expressed their doubts on this subject then. Comr. Frieda B. Hennock, leading protagonist of educational reservations, of course took the extreme opposite view—that not enough channels were reserved for educational institutions.

Not much success is expected for those educators who have asked for partial commercialization permission—i.e. "non-profit" operation of a TV station.

"If educational institutions want commercials," one Commissioner said, "let them take their chances in competition with applicants for commercial channels."

Another Commissioner said, "They can't have their cake and eat it too."

Among a number of such requests was one from the U. of Missouri at Columbia which asked that it be permitted to operate on a non-profit basis. The Commission's attitude is that non-commercial means just that.

Other educational questions that the FCC must answer before it can come out with its final allocations concern the desires of the State of Connecticut for additional reserved channels and of New Jersey for four such. The Commission proposed only one educational channel at Storrs, Conn.; none in New Jersey [B•T, Sept. 10].

Editor's Note: BROADCASTING • TELECASTING has available a few more copies of the full text of the TV Code, as approved at the Chicago meeting. A copy will be sent you, free, on request. Additional copies are available at 10c each. Please address: Reader's Service.

AUG. NETWORK GROSS

Food Group Highest

GENERAL FOODS Corp. again topped the list of buyers of TV network time in August, spending $497,066 for facilities to transmit its video network programs to the nation's TV families. Sum is up slightly from the $467,653 TV network time expenditure of General Foods in July, when it also was the number one TV network client.

This increase matches the general increase for the month of August, for which Publishers Information Bureau reported total TV network time sales of $9,302,071, compared to a July total of $8,924,473.

Nine of the top 10 users of TV network advertising in August (Table I) were also on the top 10 roster for July. The lone newcomer was Admiral Corp., replacing Philco Corp. in tenth place. Leading advertiser in each product class is shown in Table II.

Food advertising was the major August user of TV network time among all product groups, according to PIB figures, which show $1,898,189 in gross time sales coming from this group, more than a fifth of the total gross time sales of the four TV networks from all types of sponsors (Table III, page 84).

Advertising of cigarettes and other tobacco products ranked second in point of TV network

(Continued on page 84)

TABLE I

TOP TEN TV NETWORK ADVERTISERS FOR AUGUST 1951

1.	General Foods Corp	$497,066
2.	Colgate-Palmolive-Peet Co.	420,978
3.	R. J. Reynolds Tobacco Co.	418,830
4.	Procter & Gamble Co.	352,550
5.	Liggett & Myers Tobacco Co.	320,990
6.	P. Lorillard Co.	295,704
7.	Lever Bros. Co.	282,090
8.	Ford Motor Co.	258,100
9.	American Tobacco Co.	238,140
10.	Admiral Corp.	203,889

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUP FOR AUGUST 1951

Apparel, Footwear & Access.	International Shoe Co.	$ 68,087
Automotive, Autom. Access. & Equip.	Ford Motor Co.	258,100
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	173,000
Confectionery & Soft Drinks	Pepsi-Cola Co.	80,580
Consumer Services	George S. May Co.	11,910
Drugs & Remedies	Miles Labs.	63,075
Food & Food Products	General Foods Corp.	497,066
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	68,625
Household Equip. & Supplies	Westinghouse Electric Corp	125,400
Household Furnishings	Armstrong Cork Co.	72,990
Industrial Materials	Anchor-Hocking Glass Corp.	80,708
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	50,858
Office Equip., Stationery & Writing Supplies	Minn. Mining & Mfg. Co.	55,140
Publishing & Media	Curtis Pub. Co.	53,640
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Admiral Corp.	203,889
Retail Stores & Direct By Mail	Drugstore Television Prod.	154,998
Smoking Materials	R. J. Reynolds Tobacco Co.	418,830
Soaps, Cleansers & Polishes	Procter & Gamble Co.	352,550
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	276,308
Miscellaneous	Quaker Oats Co.	15,750

NCAA SCOLDED

Policy Stirs Public Protests

BOTH THE public and the broadcaster last week put the heat on the National Collegiate Athletic Assn., which has been conducting a cold war against football telecasts.

It thawed the frigid NCAA football TV rules twice when the association bowed to Detroit and Washington, D. C., viewers' demands that it lift its ban on last Saturday's Notre Dame-Michigan State game.

NCAA controls the telecasting of nationwide collegiate football contests under a carefully worked out formula which stipulates the number of games to be shown for the season in TV areas and the games to be "blacked out."

But Mr. Football's appeal to the public, and an apparent discrimination in the telecasting of games brought a whirlwind of seething public opinion and broadcast industry antagonism sweeping to NCAA's front door.

The Detroit incident arose when football fans loudly protested NCAA's "blackout" of its area since the Irish-Spartans game was a sell-out, a situation which obviously undercuts NCAA's position that TV should be banned when it threatens gate receipts.

WWJ-TV Permission

WWJ-TV Detroit, after the fans, the station, local and national officials protested, obtained permission from NCAA to telecast the game. WJIM-TV Lansing had authority to telecast the game in addition to 15 eastern stations. Reason for this was the station was so occupied with picking up the game for NBC-TV that it couldn't program anything else.

WWJ-TV asked the same right, noting it was sending crews to East Lansing also to relay the game. At the same time, the station noted it was equipped to carry the Navy-Maryland game.

Similar protests broke out in Washington, D. C., where one of two "blackout" dates occurred last Saturday. Fans deluged WNBW (TV) Washington, the NBC station, with complaints. Backing them up was *The Washington Post* (WTOP-AM-FM-TV, affiliated with CBS).

Nub of the Washington complaint was that no collegiate game was being played in the area while in nearby Baltimore, where Maryland played Navy, the Michigan State-Notre Dame game was being telecast.

Late Thursday, action was taken on the Washington protest. Max Farrington, director of men's activities at George Washington U. and a member of the four-man steering body of the NCAA-TV committee, announced the East Lansing game would be seen in Washington on WNBW.

Mr. Farrington earlier said he was in favor of telecasting the game as the blackout might only create ill will.

Westinghouse, sponsor of NCAA games on NBC-TV, was expected to foot the bill for the Detroit-Washington additions.

Certainly ill will was generated in Detroit where a U. S. Congressman from that area, Rep. Gerald R. Ford Jr. (R-Mich.), rapped NCAA for its stand. He lodged his protest with Ralph Furey, of New York, head of the NCAA TV group; John A. Hannah, president of Michigan State, and Harlan H. Hatcher, president of Michigan U. His office in Washington also reported Rep. Ford had sent a protest to NBC-TV.

Rep. Ford assailed NCAA's stand as "unrealistic" and "extremely arbitrary," saying the plan looked "good on paper" but lacked "realism" and was "devoid of practicality."

He said: "I feel strongly that an inflexible program or policy such as that now enforced by NCAA inevitably will lead to state or federal legislation and interference, which in the long run will be undesirable and certainly costly."

Originally, NCAA had decided to deny WWJ-TV's bid for telecasting the game. However, in a last-minute maneuver, Mr. Furey telephoned Ralph Young, Michigan State athletic director, to hold up the denial.

Another hornet hovered in NCAA's bonnet—a request that USC-Stanford game, Nov. 10, be telecast to the East. But NCAA stood firm and rejected an USC appeal that the telecast be made as the game wouldn't begin until 5 p.m. ET.

One test that created little excitement was NCAA's study of influence of TV on small college football. Selected was Franklin & Marshall vs. Washington & Jefferson. In this laboratory test only one station, WGAL-TV Lancaster, Pa., was involved. Stadium seats about 8,500.

Attendance Increase

Meanwhile, an Associated Press quick survey found college football booting an attendance slump with a 5% increase for the first half of the season when last year gate receipts were down 2%. Surveyed were 89 schools. The press association asserted good weather and NCAA's controlled TV plan were responsible for better turnouts in the stands.

The official NCAA survey, however, was still under way. It is being conducted by the National Opinion Research Center at Chicago U. Questionnaires are distributed to fans attending college games. Sandwiched into eight questions is a six-part question on television asking ownership of radio or TV sets, reception and whether any football contest was viewed during the year at home or in a movie theatre.

Reportedly, petitions were being circulated on Capitol Hill to size up the extent of opposition in Congressional offices. At the same time, Sen. Ed C. Johnson (D-Col.) urged colleges to set up a special commission to study trends in amateur athletics.

He cited charges of over-commercialization in college sports as likely for a field for inquiry by an independent investigating group.

"Colleges, which foster amateur athletics, should try to find out where they are going—what the trend is," the Senator said.

Professional football, now fighting a government lawsuit charging it with conspiracy in restricting telecasts of games, will permit New York TV viewers their first National Football League game—Detroit Lions vs. Green Bay Packers—on Thanksgiving Day. The league has banned telecasts in Gotham City when local league teams play. There are two in New York, the Yanks and the Giants.

TV RESERVATIONS

Must Be Used—Coy

FCC CHAIRMAN Wayne Coy warned the National Assn. of Educational Broadcasters in convention at Biloxi, Miss., Nov. 5 that educators cannot be laggards in converting reserved TV channels into educational TV stations.

"The people are hungry for television, and if you people can't use those channels to bring service to the public, they are going to demand that someone else do it. . . . If you get these channels reserved without convincing your appropriating authorities of the necessity of speed in allocating funds for a television station, you will merely be winning the battle and losing the war," he declared.

He noted that he had voted in favor of reserving channels, but said he has been "deeply concerned about the ability of educational institutions to get the wherewithal to finance the construction and operation."

Mr. Coy said he "would like to see great consideration given by educators to applying for commercial channels."

One troublesome point to him, he said, is this: "What about the community having only a noncommercial educational station? How are its commercial needs to be met? Is the community entitled to have TV available for its commercial activities? And wouldn't it make for richer programming to have some commercial programs?"

But he felt that the reservation of a channel for educational TV would "in no way relieve the licensees of commercial stations of any responsibility to render a well-rounded program service, including a reasonable amount of time devoted to the educational needs of the community."

Mr. Coy said TV needs "without further delay" to make plans for "positive programming" that will "serve the real needs of our communities and the nation," and to take action "to throw off the filth."

Educators' Role

Apart from their operation of stations, he said, educators can take "a most significant role" in this field. He noted that the TV industry has drawn up and is considering adoption of a code.

"We will be interested in the results," he said. Repeating that he is not for censorship, he said that neither does he favor "a do-nothing attitude on the part of the industry."

The FCC chief reiterated his approval of the Benton bill to set up a citizens advisory board to review radio-TV public service performance.

On the subject of TV freeze lifting, he pointed out that, if the thaw should come by Feb. 1, then it would be the first of April before grants could be made, assuming 60 days are allowed for filing new applications. When the time does come, he said, grants will not be issued "in a tidal wave," but more in the nature of a trickle," due to FCC manpower shortages and the likelihood that applications may exceed available channels to such a point that hearings may be necessary "in the top 120 or 130 markets" where channels are open.

Mr. Coy thought that TV "in the long run" will have "a sharp competitive impact" on radio, possibly leading to a reduction in the number of AM stations in many large markets. He tempered this outlook by emphasizing radio's saturation, and pointing out: ". . . If we look at the situation as it actually exists today, we find AM enjoying relative stability. Advertisers in general are proceeding on the basis of having their money on both mediums. Last year AM revenues and income were greater than in the previous year. Even in TV communities the AM stations exceeded their 1949 revenues by 7%."

The FCC chairman suggested that forward-looking broadcasters might prepare themselves better for increased competition by becoming "aural broadcasters in the broadest sense"—by using both AM and FM, "with the prospect of serving the entire audience at some

(Continued on page 80)

STATUS OF TV

Gen. Sarnoff Interviewed

UNIVERSAL color TV receiver that can receive the CBS field sequential system as well as the RCA or National Television System Committee color-subcarrier system can be made at a cost of about 15% more than a single color system receiver.

Statement was made by Brig. Gen. David Sarnoff, RCA board chairman, in the course of interview with the editors of *U. S. News & World Report*. Covering seven pages in the Nov. 9 issue of the magazine, the interview ranged from color TV to the use of motion picture films in TV.

Gen Sarnoff said the universal color receiver had been made experimentally by RCA. It contains a tricolor tube and circuits that automatically receive the official field sequential system's 405 lines and 144 fields per second as well as the compatible system's 525 lines and 60 fields per second.

"The dual receiver, however, is not the ideal solution," General Sarnoff said. "I think there ought to be a single set of standards that everybody can use. This additional cost of the dual receiver would not be justified normally. But, in this situation, you have a condition where there's a controversy and doubt—let me assume sincere doubt—so why not let the public see both and decide which one it wants? If it decides it wants system A, those are the standards that will ultimately prevail; and if it prefers system B, it will be the one to prevail."

This is in line with General Sarnoff's previous declarations in favor of dual color standards [B•T, Sept. 3].

Large Use of Film

More than 50% of TV program fare will be on film, General Sarnoff predicted. But feature pictures are not necessarily "applicable" to TV, he added.

"I think the small 10 or 15 or 20-minute pictures, especially designed for TV, will have great appeal and a large market," he said.

Nor does he think the present major Hollywood producers will be the makers of TV films. "I see developing a new group of independent producers with new opportunities for young people of creative imagination to make these pictures and make them available to TV networks and stations," he said.

No great profit is in sight for TV networks, General Sarnoff foresaw. Each of NBC's five owned-and-operated stations is in the black, he said, but the network itself still is not profitable.

"We hope to do better as we go along," he said, "but I do not see any great profit for networks as such because it is the network that must carry on research and development, must furnish the expensive physical facilities, make contracts with artists that involve heavy financial commitments and render a reasonable amount of free public service."

Only comment on radio vs. TV occurred in answer to a question.

"I think radio is doing well," the RCA board chairman said, "and I think it can continue to do well. I believe there is need for both radio and television."

In answer to other questions, General Sarnoff stressed the importance of "selective listening or viewing," decried the emphasis on the entertainment aspect of TV, listed some of the new electronics inventions possible including the use of solids to perform the functions now accomplished with the vacuum tube [B•T, Oct. 22].

TOP BRASS take instruction in saying "KNXT" new call letters of CBS Television station in Hollywood. They are (l to r) Merle S. Jones, vice president in charge of stations and general service; J. L. Van Volkenburg, president; Harry S. Ackerman, vice president in charge of network programs, Hollywood; Wayne Tiss, BBDO vice president and head of agency's Hollywood office; Wilbur S. Edwards, general manager KNXT, giving the instructions, and Charles L. Glett, vice president in charge of network services, Hollywood. Station changed call letters from KTSL to KNXT and moved transmitter from Mt. Lee in Hollywood to Mt. Wilson, overlooking Pasadena, inaugurating event with 12½ hour program Oct. 28 [B•T, Oct. 29].

TV Birthplace

PASSAIC, N. J., will officially adopt the slogan, "Passaic, Birthplace of Television," Wednesday evening at a dinner at the Passaic Armory, commemorating the early experimental work of Lee deForest and Dr. Allen B. DuMont in the video art. New Jersey Gov. Alfred E. Driscoll will present a citation to Dr. DuMont for his achievements and those of his company, Allen B. DuMont Labs, in the advancement of television. Dinner highlights plus a dramatization of TV history will be telecast by WABD(TV) New York, 8-9 p.m. What is claimed to be the first TV receiver and other historic equipment will be exhibited in a display at the dinner.

MEREDITH REPORT

Cites TV Progress

TAX BITE that is up 89.5% over the same period for the previous year brought earnings of Meredith Pub. Co. down to $2,935,000 for fiscal year ending June 30, 1951 compared with $3,118,000 in 1950, according to a financial statement issued last week.

The financial statement revealed that the firm, which owns WHEN (TV) Syracuse, WOW-AM-TV Omaha and is a TV applicant for Albany and Rochester, N. Y., carries WHEN at $450,024 under assets. This is at cost less accumulated depreciation compared with $534,949 year before. Also that publishing company invested $150,000 in Princeton Film Center Inc., TV film producer, last July. Meredith carries $500,000 as a reserve for additional TV stations.

Net revenue went to a peak of $29,278,000 this past year, compared with $24,470,000 for fiscal 1950. This is a gain of $4,808,000. Dividends equally $1.75 per share for this year, compared to $2.50 per share last year.

Operation of WHEN is now proving successful, the statement read, although initial losses were termed "substantial." Revenue of the Syracuse station more than doubled during the fiscal year, the statement said, and the operation "produced substantial earnings with the outlook for the coming fiscal year increasingly encouraging."

Meredith Pub. Co. bought WOW-AM-TV Omaha for $2,525,000 last month [B•T, Oct. 1, Aug. 13]. Firm publishes *Better Homes & Gardens* and *Successful Farming*.

AT&T EXPANSION

$60 Million Plan Filed

APPLICATIONS covering a $60 million proposed construction program, including "extensive" additions to its TV network facilities —plans for all of which had been announced previously, however— were filed by AT&T with FCC last week.

Improvements in radio network lines also are contemplated in the applications.

TV network additions covered in the proposals include the following (most of which are expected to be completed in 1952):

Equipping the existing Jacksonville-Miami cable to provide one southbound TV channel;

New cable from Jackson, Miss., to New Orleans, which will make available one channel from Birmingham to New Orleans;

Equipping the recently completed Dallas-Houston cable link to provide one channel from Dallas to Houston;

Installing terminal equipment on radio relay link now under construction, to provide two southbound channels from Charlotte to Atlanta (this does not necessarily mean these two channels will be added to the two channels currently reaching Atlanta—one via Charlotte and Jacksonville and the other via Memphis, Jackson, and Birmingham. The existing TV channels conceivably may be converted to other use.);

Relays to Southwest

Installing terminal equipment on radio relay now under construction between Kansas City and Dallas, to offer two TV channels south from Kansas City to Wichita, Oklahoma City and Dallas.

In all, the proposed program provides for about seven million miles of telephone circuits and thousands of miles of private line telegraph and teletypewriter exchange circuits, as well as the TV-radio additions and improvements. AT&T officials pointed out that telephone message traffic has increased on all of the company's principal routes and is expected to increase again next year. AT&T will pay $43 million of the total expenditure, and the remainder will be borne by the 11 Bell System associated companies which joined in the applications.

TV Contract Meet

ALL-INDUSTRY Television Standardization Group, working on uniform television contracts, will meet in New York Nov. 28. TV stations and American Assn. of Advertising Agencies members will continue efforts to work out standard TV contracts. Theodore Gergman, DuMont TV Network sales manager, is chairman of the committee. The standard TV contract would parallel the standard document used in broadcasting.

TV AWARDS

Reported by Sylvania

BRONZE and crystal Sylvania television awards were given leading programs and performers Thursday night in New York, but the 17 judges—given a free hand—were unable to name a grand prize winner because they found none meeting the high qualifications they expected.

Identifying television as the most intimate and forceful form of mass communication ever devised, the judges cited coverage of UN sessions, Kefauver hearings, and the MacArthur homecoming as TV at its best, but lamented the "dearth of creative excellence" in the field at large.

The awards, as announced by the Sylvania Electric Products Inc. last spring, were to include a chief award for the program which made the greatest contribution to television technique, including social responsibility, in the period from Jan. 1 to Aug. 31. Persons nationally recognized in education, social work, sports, design, cinematography, communications, theatre production, music, women's clubs, industry, and politics served as judges.

As chairman of the announcement dinner, held for some 200 guests in the Hotel Piérre, Deems Taylor introduced Don G. Mitchell, Sylvania president, and Jean Hersholt, former president of the Motion Picture Academy of Arts and Sciences. Rudolph Halley, elected president of the New York City Council Tuesday, made his first post-election appearance and gave awards based on Kefauver hearings. The awards were:

Awards Named

For the year's outstanding TV journalism, arranging the network pool for covering the Kefauver Committee hearings in New York: WPIX (TV) New York.

For first telecasting of the Kefauver Committee: WDSU-TV New Orleans. Certificates went to KECA-TV Los Angeles, KGO-TV San Francisco, ABC, Time Inc., NBC, CBS, and DuMont Network.

Best public service program: Revere Copper & Brass Inc., Martha Rountree and Laurence Spivak for *Meet the Press*. Certificates: St. George & Keyes Inc., NBC.

Best children's program: Marlin Perkins for *The Chicago Zoo Parade*. Certificates: Quaker Oats Co., NBC.

Best example of use of films in TV: Procter & Gamble for *Fireside Theatre*. Certificates: Compton Advertising Inc., William F. Craig, Lewis H. Titterton, Brewster Morgan, and NBC. Program was cited for avoidance of long shots, for not over-crowding the screen, and for a different camera technique.

Writing for television, with *Fireside Theatre's* "International Incident" as an example: Arnold Belgard.

Production-director, with his work on "International Incident" cited: Frank Wisbar.

Direction, for producing the hour and a half long *Your Show of Shows*: Max Liebman.

Best actor and actress, for steadily bringing "something hilariously new to the screen, a combination of expert pantomime and satiric humor that makes them outstanding in a crowded field": Sid Caesar and Imogene Coca on *Your Show of Shows*.

For excellence as a moderator or master of ceremonies: John Daly. The judges explained that he "performs the difficult task of being dignified without being pompous. His voice is thoroughly agreeable, his speech is flawless, and what he has to say on *What's My Line?* and his news program is refreshingly literate and spontaneous." Certificates: CBS for *What's My Line* and ABC for Mr. Daly's news programs.

Stocking Firm Buys

HOLEPROOF Hosiery Co., Milwaukee, uses network TV for the first time Dec. 5 with sponsorship of the last half of the Miss U. S. Television finals from Chicago on 13 DuMont stations. Agency is Weiss & Geller, Chicago.

VIDEO FILM

More Movie Makers Enter Field

ACTIVE entry into TV film production by Hollywood motion picture companies continues as Monogram Pictures Corp. and Republic Productions Inc. announced definite plans this past week.

Although both have leased some of their old movies to TV, each having signed the AFM standard 5% agreement, production plans have never been clearly defined until now. Their move, it is predicted, will be followed by others.

Report to stockholders made a few weeks ago by Steve Broidy, president of Monogram, that the firm was "in the process of organizing a unit for the purpose of producing motion pictures expressing for television," became a reality this past week with formation of Interstate Television Corp. [B•T, Oct. 22]. Production gets under way Nov. 26.

A wholly-owned Monogram subsidiary, ITC is headed by G. Ralph Branton as president. Recently nominated to Monogram's board of directors, he has an extensive career as a movie theatre exhibitor and also has other TV activities, including a reported interest in Des Moines Enterprises, headquartered at Motion Picture Center, Hollywood.

Plans Mystery Series

Interstate's initial production calls for a series of 13 half-hour TV filmed mystery dramas starring George Brent, movie star, in character of Raffles. Lee Savin will handle production of the filmed series, according to Mr. Branton. He said additional package deals are being worked out for production on Monogram studio lot.

Republic expects to launch its TV film production in January and reportedly has ear-marked $1 million for the initial venture, with additional money available once activity gets under way.

Filmed on Republic's lot, product will be sold or leased through the studio's subsidiary, Hollywood Television Service, headed by Earl Collins and Morton Scott, president and vice president respectively.

PETRY TV

MacLatchie Eastern Sales Head; Five Others Named

TV DIVISION of Edward Petry & Co., station representative firm, completed its separation from radio in six of its seven offices last week with the appointment of Douglas MacLatchie as eastern sales manager and the appointment of five new salesmen and the addition of another writer in the promotion department.

Mr. MacLatchie

The expansion, spokesmen said, makes it the largest sales organization in the television station representative field.

New appointees to the Petry TV sales staff are Herbert C. Watson, James C. Richdale Jr., and LeGrand S. Redfield. all joining the New York office; Charles Pratt, added to the Chicago office, and Richard W. Hughes, to the St. Louis staff. Thus the New York sales organization now totals eight men, while four are selling in the Chicago office, and the TV Division's total personnel is 48.

Miss Flora Robinson, formerly a promotion writer with KSTP-AM-TV St. Paul-Minneapolis, has been added to the TV promotion-sales service-research unit, bringing this department's personnel to six. The promotion staff, under the direction of Robert L. Hutton Jr., was described as the largest in the field devoted solely to spot television promotion.

Mr. MacLatchie, who takes over as head of the New York office, has been with the Petry TV sales staff for two and a half years. He formerly was a sales executive with WFIL-AM-TV Philadelphia for three years, and from 1938 to 1946 was engaged in sales work with Philco Distributing Co. except for four wartime years' service as a lieutenant commander in Naval Air Combat Intelligence.

Among the new appointees to the New York staff, Mr. Richdale joins the organization from WNAC-TV Boston, where he was director of sales service department. He had previously served as a salesman for Yankee Network, starting in 1946, and also has been engaged in sales and other capacities in other fields. Mr. Watson has been an account executive in the ABC Spot Sales Dept. since 1948, and formerly was commercial manager of WKIP and WHVA Poughkeepsie and salesman in Mutual's co-op program department. Mr. Redfield is being promoted to sales in the New York office from the Petry TV Sales Service Dept. With the company for three years, he formerly was with ABC.

Mr. Pratt, joining the Petry TV Chicago sales staff, formerly was a WOR-TV New York salesman in New York and Chicago, and also has sold advertising for the *Chicago Tribune*. Mr. Hughes, who takes over TV sales in the Petry offices in St. Louis, has been promotion manager of WHAS-AM-TV Louisville for two years and, before that, was in the Northwestern U. public relations department.

Mr. Pratt Mr. Redfield Mr. Richdale Mr. Hughes Mr. Watson

COLOR TESTS

RCA Uses NTSC Standards

FIRST field test of color material using the standards proposed by the National Television System Committee, made Wednesday morning, "showed an excellent picture," according to Dr. E. W. Engstrom, vice president in charge of the RCA Labs Division.

In the test, signals originating in an NBC studio in New York were telecast by KC2XJV, NBC experimental TV station using Channel 4, regularly assigned to NBC's commercial video station WNBT(TV) New York. These signals also were relayed to KC2XAK, RCA-NBC experimental UHF TV station at Bridgeport, Conn., and broadcast there.

Results of the dual transmissions were viewed on sets in the home of O. B. Hanson, NBC vice president and chief engineer, at Westport, Conn., 58 miles from New York and 12 miles from Bridgeport. They also were watched by members of the technical staff of the David Sarnoff Research Center of RCA at Princeton, 40 miles from New York.

KNX Hollywood *The Jack Owens Show* extended from 15 to 30 minutes and expanded to full Columbia Pacific Network, Mondays-Fridays, 4:15-4:45 p.m. (PST).

MR. SPONSOR:

WJBK-TV IS YOUR BEST TELEVISION BUY IN DETROIT!*
...and here's why
WJBK-TV IS FIRST
Monday thru Friday morning (8 to 12 A.M.) with a stupendous 65.0!
WJBK-TV IS FIRST
5 out of 7 nights a week (individual evenings 6 to 11 P.M.) WJBK-TV's audience on Sunday evening alone is a mammoth 57.3! WJBK-TV's evening audience for the entire week is 41.3!
WJBK-TV IS FIRST
With 6 of the top 10 and 9 of the top 15 TV Hooperated programs!

*TV Home Hooperatings August, 1951

Yes, sir! WJBK-TV has the television audience in Detroit, and these Hoopers prove it! Most important, WJBK-TV really delivers the goods—your goods—to this responsive audience in the wealthy Detroit market. Whatever way you look at it, WJBK-TV is your best television buy in Detroit.

Call your KATZ representative today.

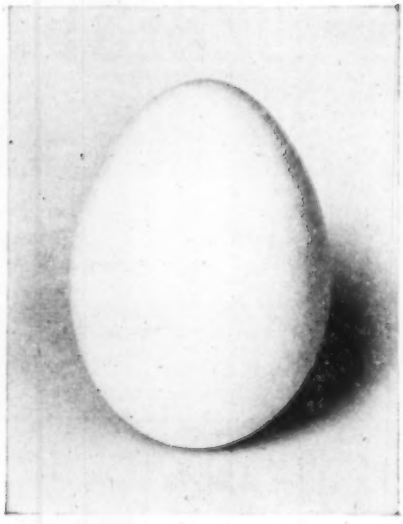
A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

the  and

Says Variety: "The Egg & I will have little difficulty building a sizable midday audience...most viewers will be presold...should easily nab a sponsor within a few more airings."
Says The Billboard: "the Grade A label predominant... humorous and heartwarming, undeniably rates attention from sponsors. It should get and hold an audience."

and You

All eyes are on this CBS Television Package Program, dressed up with all the topnotch showmanship, cast, and production values that make CBS Television the place both audience and advertisers choose . . . where 6 of television's 10 most popular programs originate . . . where average ratings are higher than on any other network. (Trendex, Oct. 1-7)

Here's one show where you concentrate on selling your product, not the show itself. That's already been done. The Egg & I is already beating all the competition in its time period. And because it takes full advantage of one of the biggest box-office titles in modern book and motion-picture history, it's midday television's top sponsor opportunity.

TV Reservations

(Continued from page 74)

time in the future through the use of FM facilities only."

"Every radio station in America," he said, "except the clear-channel stations, potentially can render extended service and better service through the use of FM facilities instead of AM facilities. And, in my opinion, the broadcaster who does not seek to extend his service area and to render a better signal to his primary area, is more vulnerable to the impact of television service in his area."

The NAEB convention, held Nov. 2-5, was described by delegates as the most successful in the organization's history. Registrants numbered 200, representing 31 states, and guests included representatives of the British Broadcasting Corp., Canadian Broadcasting Co., and the Voice of Israel.

Seymour N. Siegel, head of New New York's city-owned WNYC, who was re-elected NAEB president, told the convention that "educational broadcasters always remember they have a great deal in common with commercial radio operators."

Sen. John Sparkman (D-Ala.) reviewed foreign problems facing the U. S. and told his listeners that these alone are "indisputable proof of the need for an intelligently informed public." He said he knew no other single group "so well qualified for that important job as the NAEB."

Congressional confidence in NAEB, Sen. Sparkman said, contributed to FCC's proposal to reserve TV channels for educators.

"It is our intent to avoid some of the pitfalls that have been experienced in the radio field," he asserted, adding that this intent "is the reason" for the Benton bill.

Among other speakers, Lynn Poole, creator and producer of *Johns Hopkins Science Review* on DuMont TV Network, outlined preferred methods of preparing an educational TV show, following with a filmed recording of the *Science Review*.

NAEB officers elected, aside from the re-election of President Siegel, were Graydon Ausmus of the U. of Alabama's WUOA, vice president; Burton Paulu of the U. of Minnesota's KUOM, secretary, and Frank Schooley of the U. of Illinois' WILL, treasurer. Three new directors were named: Parker Wheatley of Harvard U.; John Dunn of U. of Oklahoma, and Waldo Abbott of U. of Michigan.

Durkee to Burnett

DURKEE Famous Foods Division of the Glidden Co., Cleveland, has named Leo Burnett Agency, Chicago, to handle advertising effective Jan. 1. Meldrum & Fewsmith, Cleveland, which now supervises the entire account, will continue to handle the paint and varnish division, the pigment, feed mill and naval stores divisions and all Glidden corporate advertising. An estimated $500,000 was spent on radio and TV last year by Durkee.

MILLER NAMED

Becomes Chairman of SSB

JUDGE JUSTIN MILLER, chairman of the board and general counsel of NARTB, was sworn in Friday morning as chairman of the Salary Stabilization Board, created last May within the Economic Stabilization Agency.

In announcing the appointment, Eric Johnston, ESA administrator, said ESA is "fortunate that Judge Miller has agreed to respond to our draft summons for service in this position which is of major importance to our entire stabilization program. I have assured Judge Miller that his activities on the board will not interfere with his duties as chairman of the association."

Judge Miller succeeds Dr. Raymond B. Allen, who returned to the presidency of the U. of Washington after serving as chairman since the board was established.

Richard P. Doherty, NARTB employe-employer relations director, is an industry member of the Wage Stabilization Board, related organization.

Buys Feature Films

A CHICAGO TV sponsor last week spent $150,000 for 27 feature films and ordered each to be reprinted on 35mm film. Hauser-Nash Sales Co. President Bud Nash, new and used-car dealer, will run the films on WNBQ (TV) Chicago four nights weekly starting Nov. 26, Mondays, Wednesdays and Fridays from 11 to midnight and Saturdays from 10 p.m. to conclusion. Commercial time on week days will be cut to six minutes per hour at his request. Among the films—"My Son, My Son," with Madeline Carroll and Louis Hayward; "The Count of Monte Cristo," with Robert Donat; "Corsican Brothers," with Douglas Fairbanks Jr. and "Our Town" with Burgess Meredith. Agency, Guenther Bradford & Co., Chicago.

ABC-PARAMOUNT

Brown Asks Hearing

OFFICIAL request to intervene in the ABC-United Paramount Theatres Inc. merger hearings scheduled for Jan. 15, 1952 [B•T, Nov. 5] was made last week to the FCC by Gordon P. Brown, owner of WSAY Rochester, N. Y.

Mr. Brown claimed that he is being restrained from doing business with national radio advertisers by ABC—a charge he has made against all networks the last few years. His most recent allegations were made during the McFarland Bill hearings before the House Interstate & Foreign Commerce Committee last April [B•T, April 9].

Charges Restraint

ABC, he said, is acting in restraint of trade and its alleged "monoplistic" practices have cost WSAY "several million dollars in revenue . . . [and] well over $100,000 out of pocket losses."

"To allow the consolidation of Paramount Pictures Inc. [Mr. Brown meant United Paramount Theatres Inc.] with ABC would seriously affect the ability of WSAY and hundreds of other stations to compete with such a combination in the field of TV much less the field of radio broadcasting," he said.

This is the second petition to intervene in the consolidated Paramount Pictures Inc. license renewal and transfer cases and the ABC-UPT merger case. Last August Fanchon & Marco Inc., theatre owners and booking agency, petitioned to intervene, but were denied by the FCC on the grounds that it had no standing as a party in the case [B•T, Oct. 8].

MEXICO CHANGES

Set in Allocation Table

CHANGE in Mexican border TV allocations [B • T, Oct. 29] was officially incorporated into the FCC's table of proposed allocations last week.

Commission also announced that comments and counterproposals from interested parties would be due Nov. 21; oppositions Dec. 5; legal exceptions, etc., Dec. 17.

Agreement between the U.S. and its Latin-American neighbor gives Tuscon, Ariz., an additional VHF channel, making four, while San Diego loses one, making two. Mexican city of Reynosa gains an additional VHF channel while Mexicali loses one.

FCC notice also disclosed that stations on both sides of the border—the allocations cover 250 miles on each side of the Rio Grande—will use U.S. standards as far as powers and offset carrier are concerned and will also notify each other within 30 days of a grant.

BASEBALL

Radio-TV Rights Fees Swell League Incomes

HOW MUCH money does baseball make from radio-TV rights?

That question is at least partly solved now that further information has been disclosed by the House Monopoly Subcommittee which has been investigating big league baseball.

Figures—subject to revision—released by the Congressional group in the past few weeks showed big league baseball netting more than 10% of its 1950 revenue from the broadcast media [B•T, Nov. 5].

While 1951 figures are not yet complete, data already compiled promise to zoom the percentage of revenue gained from radio-TV rights in 1951 even higher.

The subcommittee asked the leagues to furnish information on a spot year basis. Years taken were 1939, '43, '46, '50 and a part return for '51.

Figures for 1950 and 1951 for both American and National Leagues were printed in the Nov. 5 issue of BROADCASTING • TELECASTING. These figures showed the leagues realizing a 10%-plus take from radio-TV for the 1950.

Other Years Revealing

For the other spot years, figures are even more revealing.

In 1939, when the U. S. was climbing out of the "great depression" and when TV was unknown on a commercial basis, radio alone accounted for more than 7% of American League revenue and more than 6% of National League revenue.

Four years later as the U. S. pitched its resources into a fight for survival in World War II, the leagues were losing money. That year—1943—the National League had a consolidated net loss of $76,970.

Nevertheless, radio alone contributed nearly 8% of the total revenue gained by the National League.

Radio's dollar contribution was less for the American League in 1943, which showed an even higher consolidated net loss of $104,704. However, radio rights still came up with about 5% of the American League's total revenue for the year.

1946 was the leagues' best of the spot years covered. It was a money maker. The American League came up that year with a consolidated net of $2,924,555, the National League with $1,814,491.

Significant is the fact that when income from home, road and exhibition games was great, radio payments did not show up percentagewise. Although the American League received $373,461 from radio in 1946 and the National League got $464,750 from the medium, percentagewise it was about 3% of both leagues' total revenue.

However, in 1951 with television added to media coverage, the picture has changed considerably.

Total received from radio-TV rights this year, including league games, World Series and the All-Star game, amounted to $4,561,312.50. In 1950, the radio-TV figure was $3,364,000 for league games only.

Guessing?

... OR FACTUAL PLANNING

for that television station

The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.

Available upon request to all managers and station engineers.

Write today for your free copy...

DUMONT

TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey
Dept. BT

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "eve ybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our faithful...

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts — NBC

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL - 13

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

TV-Sports Attendance Study Made by Meck

(Report 189)

LONG-TERM effect of television on sports attendance will show an increase in gate receipts, in the opinion of John S. Meck, president of Scott Radio Labs., Chicago, and John Meck Industries, Plymouth, Ind. Mr. Meck offers as proof the "revival" of attendance at boxing matches and football games.

Reporting results of a year-long survey, Mr. Meck said figures for the first nine months of 1951 show attendance at boxing matches two and one-half times as great as that for the same period in 1950, attributing the gain "to the turning point in TV's influence". He said in the first nine months of 1950 about 600,000 fans paid some $2½ million to see professional boxing. In the same period this year, attendance was about 1½ million, with gate receipts (exclusive of radio and TV rights) about $5 million, he said.

Mr. Meck arrived at these conclusions: (1) The effect of TV works fastest on people who are already sports fans, (2) a good attraction not only will draw well, but telecasts of it help insure good gates in the future, and (3) comfort is the chief factor in determining the long-term effect of TV on sports attendance.

He pointed out the Robinson-LaMotta fight had a good gate, and "stirred up such interest" it helped make the Robinson-Turpin return bout the "biggest non-heavyweight fight in history". He said the "sudden revival" of the Chicago White Sox started drawing crowds, which, combined with TV making new fans, gave the club a gate increase of more than 65% over 1950.

* * *

Nielsen Reports Oct. 1-13 TV

TOPPING Oct. 1-13 report of A. C. Nielsen Co. was *Texaco Star Theatre* as first of the top 10 programs cited in percent of TV homes reached. Listings reported were:

NIELSEN-TV-RATING†
Per Cent of TV Homes Reached in Program Station Areas **

RANK	Program	HOMES (%)
1	Texaco Star Theatre	54.4
2	Arthur Godfrey's Scouts	46.3
3	Your Show of Shows (Participating)	44.3
4	Red Skelton	41.7
5	Your Show of Shows (R. J. Reynolds)	41.3
6	Arthur Godfrey & Friends (Liggett & Myers)	40.4
7	Mama	40.0
8	World Series (Sat.)	38.8
9	Alan Young Show (Esso Standard Oil)	38.7
10	Fireside Theatre	38.3

* The Nielsen "number of homes reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Number of TV Homes Reached*

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	7,276
2	Your Show of Shows (Participating)	5,940
3	Your Show of Shows (R. J. Reynolds)	5,512
4	Arthur Godfrey & Friends (Liggett & Myers)	4,992
5	World Series (Sat.)	4,982
6	Fireside Theatre	4,825
7	Colgate Comedy Hour	4,808
8	Your Show of Shows (Lehn & Fink)	4,776
9	Red Skelton	4,752
10	Philco TV Playhouse	4,744

* The Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average telecast. It is based on all electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(†) Average Audience Basis

Copyright 1951 by A. C. NIELSEN Co.

* * *

'Texaco Theatre' Tops Videodex

MAINTAINING its lead of last fall-winter season, *Texaco Star Theatre* again heads the list of top ten TV programs in the Videodex

(Continued on page 84)

Weekly Television Summary—November 12, 1951—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	71,125
Atlanta	WAGA-TV, WSB-TV WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	324,993
Binghamton	WNBF-TV	44,750
Birmingham	WAFM-TV, WBRC-TV	65,000
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	786,790
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	93,334
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	995,630
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	510,922
Columbus	WBNS-TV, WLWC, WTVN	299,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	140,808
Davenport	WOC-TV	67,805
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	76,875
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	140,808
Grand Rapids-Kalamazoo	WOOD-TV	160,413
Greensboro	WFMY-TV	84,049
Houston	KPRC-TV	92,882
Huntington-Charleston	WSAZ-TV	61,161
Indianapolis	WFBM-TV	187,250
Jacksonville	WMBR-TV	42,000
Johnstown	WJAC-TV	112,300
Kalamazoo-Grand Rapids	WKZO-TV	160,413
Kansas City	WDAF-TV	143,558
Lancaster	WGAL-TV	117,280
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,334,899
Louisville	WAVE-TV, WHAS-TV	109,835
Matamoras (Mexico), Brownville, Tex.	XELD-TV	10,500
Memphis	WMCT	104,129
Miami	WTVJ	89,300
Milwaukee	WTMJ-TV	266,965
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	43,393
New Haven	WNHC-TV	200,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,550,000
Newark	WATV	85,742
Norfolk	WTAR-TV	99,955
Oklahoma City	WKY-TV	98,703
Omaha	KMTV, WOW-TV	939,771
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	40,100
Phoenix	KDHO-TV	342,300
Pittsburgh	WDTV	165,000
Providence	WJAR-TV	95,071
Richmond	WTVR	93,260
Rochester	WHAM-TV	67,885
Rock Island	WHBF-TV	
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	59,400
San Antonio	KEYL, WOAI-TV	55,662
San Diego	KFMB-TV	111,985
San Francisco	KGO-TV, KPIX, KRON-TV	247,000
Schenectady-Albany-Troy	WRGB	172,800
Seattle	KING-TV	99,000
St. Louis	KSD-TV	317,000
Syracuse	WHEN, WSYR-TV	135,630
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	56,200
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	301,000
Wilmington	WDEL-TV	84,063

Total Markets on Air 64* Total Stations on Air 109* Estimated Sets in Use 14,293,000

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

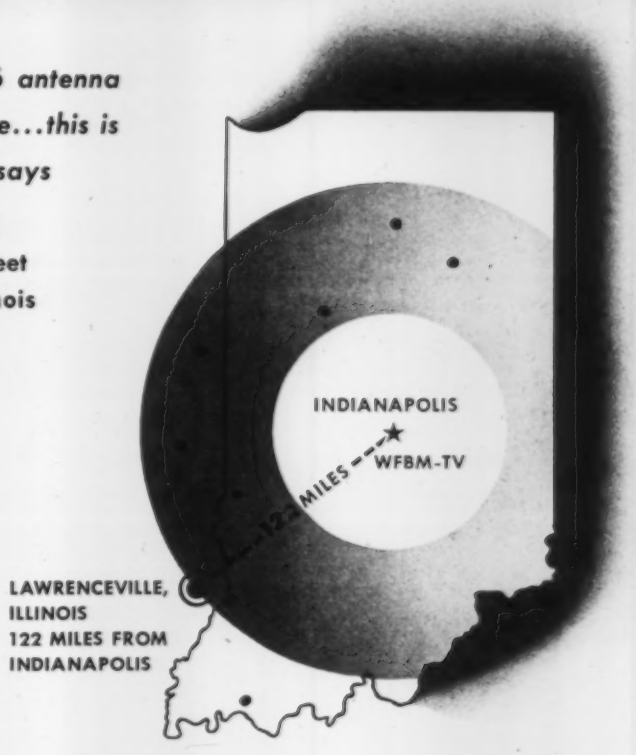
"We get WFBM-TV only, and get it good!" says

ROBERT D. GRAVITT
1604 12th Street
Lawrenceville, Illinois

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"I install the channel 6 antenna for best reception here...this is a WFBM-TV town!" says

FLOYD V. MILLER
1006 Jefferson Street
Lawrenceville, Illinois

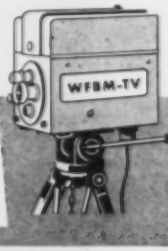


● You won't find a word in Standard Rate & Data about WFBM-TV's big BONUS in TV SETS—but it's something you want to remember! As indicated on the map of Indiana, there's a wide belt around Indianapolis where hundreds of TV sets, in scores of towns outside the station's 60-mile area, are tuned to this pioneer Hoosier station, exclusively.

Get the facts about the WFBM-TV selling area today. Write for details about this prime TV market that packs a load of sales dynamite for many a leading manufacturer. To put the products of *your* clients up in front, and *keep* them there—in the heart of heavily populated, high-income Indiana—recommend the Hoosiers' first station . . . WFBM-TV!

The home of WFBM-TV at 1330 North Meridian Street in Indianapolis is a beautiful new building, designed exclusively for radio and television. Complete facilities for both studio productions and film presentations are available.

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NO KIDS HERE

No, you won't find many youngsters watching the WHEN "Mystery Theatre."

BUT, if it's a massive *ADULT* audience you're after, you'll find it here. They all stay up to watch the full-length film features on "Mystery Theatre," four nights a week on WHEN.

There are just a few choice participations available in "Mystery Theatre," Monday, Tuesday, Wednesday and Thursday nights at 11:35 on WHEN.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT "MYSTERY THEATRE" TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

OWNED BY THE MEREDITH PUBLISHING CO.

Aug. Network Gross

(Continued from page 73)

time purchases in August, with toilet goods advertising third, automotive advertising—including tires and accessories—fourth, and advertising of laundry soaps and cleansers fifth. The same five groups, in the same order, were tops for the January-through-August period as well.

A year before, in August 1950, food advertising ranked first, smoking materials second, toiletries third and automotive fourth, as this year, but then industrial materials ranked fifth. Soaps and cleansers, in fifth place in August 1951, the previous August ranked 15th out of the 17 advertiser categories. For the January-August 1950 period the top five groups, in descending order, were smoking materials, automotive, food, radios and TV sets, toiletries. (Note: Direct dollar comparisons should not be made between the 1950 and 1951 figures as the latter cover all four TV networks while the 1950 figures do not include time sales of the DuMont Network.)

TABLE III

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR AUGUST AND JAN.-AUG. 1951 COMPARED TO SAME PERIOD 1950

PRODUCT GROUP	AUGUST 1951	JAN.-AUG. 1951	AUGUST* 1950	JAN.-AUG.* 1950
Apparel, Footwear & Access.	$ 258,256	$ 1,705,083	$ 56,148	$ 408,891
Automotive, Automotive Access. & Equip.	855,917	6,634,898	226,473	2,600,384
Beer, Wine & Liquor	590,756	3,399,487	47,170	732,353
Bldg. Materials, Equip. & Fixtures	.....	7,690	.....	.....
Confectionery & Soft Drinks	259,597	1,794,533	86,206	700,487
Consumer Services	11,910	327,622	41,975	152,630
Drugs & Remedies	112,490	1,306,239	26,860	149,260
Food & Food Products	1,898,189	15,504,505	392,437	2,593,304
Gasoline, Lubricants & Other Fuels	184,635	1,610,295	33,960	638,190
Horticulture	.....	.....	.....	1,140
Household Equip. & Supplies	473,044	4,498,084	25,290	934,808
Household Furnishings	78,820	2,173,679	59,857	1,051,376
Industrial Materials	166,973	1,977,964	131,545	345,037
Insurance	.....	246,990	.....	.....
Jewelry, Optical Goods & Cameras	84,703	1,247,559	.....	43,296
Office Equip., Stationery & Writing Supplies	55,140	292,620	.....	.....
Publishing & Media	66,930	531,158	7,454	152,401
Radios, TV Sets, Phonographs Musical Instruments & Access.	358,619	3,234,251	71,786	1,625,968
Retail Stores & Direct Mail	186,423	1,358,646	3,390	5,021
Smoking Materials	1,532,294	10,379,304	383,160	3,309,833
Soaps, Cleansers & Polishes	759,784	5,867,067	11,580	210,870
Toiletries & Toilet Goods	1,329,299	8,611,588	248,620	1,600,633
Miscellaneous	38,292	750,226	.....	99,724
TOTAL	$9,302,071	$73,459,488	$1,853,911	$17,355,608

SOURCE: Publishers Information Bureau

*DuMont time sales not included in 1950 totals, but are included in 1951

STATION BIDS

Booth Seeks Lansing Outlet

FIFTH application for a television station was filed last week with the FCC by Michigan broadcaster John Lord Booth for Lansing. He has applications on file for TV stations in Detroit, Saginaw, Flint and Grand Rapids.

Other TV applications to the FCC last week were for outlets in Fort Worth and Oshkosh, Wis.

Mr. Booth requests Channel 10 with an effected radiated power of 200 kw visual and antenna height of 547 ft. He estimates construction at $331,176.

In Fort Worth, A. H. Lightfoot, K. K. Kellam and Basil S. Roper, d/b as Tarrant County Broadcasting Co., ask for UHF Channel 20 with an effective radiated power of 200 kw visual and antenna height of 442 ft. Messrs. Lightfoot, Kellam and Roper are partners in a Fort Worth Ford dealership. They estimate the station would cost $373,500, with the first year operating costs of $150,000 and revenue of $250,000.

In Oshkosh, WOSH filed for UHF Channel 48 with an effective radiated power of 1.166 visual, and antenna height of 314 ft. The cost of construction is estimated at $133,838.75, first year operating cost $80,000, revenue $120,000.

Frigidaire Buys

FRIGIDAIRE Division, General Motors Corp., Dayton, will sponsor *Pulitzer Prize Playhouse*, a William Morris Agency package, on ABC-TV on alternate Wednesdays, 10-11 p.m., starting Dec. 19. Production on the show will be done by the network. Celanese Corp. presents its dramatic theatre on the other Wednesdays. Foote, Cone & Belding, Chicago, is agency for Frigidaire.

KGO-TV WINS AWARD

For Cerebral Palsy Telethon

A TELEVISION marathon that netted $162,000 in the San Francisco area won a $2,500 award for local unit in United Cerebral Palsy national campaign contest. The marathon, UCP spokesman said, was on KGO-TV.

Announcement of the award—which must be used to help victims of cerebral palsy but which can be applied in part toward local needs—was made at the second annual convention of United Cerebral Palsy, held last week in Philadelphia.

Winners were chosen on basis of overall performance in raising UCP funds during the 1951 drive, with consideration given for percentage increases over last year, number of volunteers enlisted, dollars received per population thousand, and breadth of campaign activities.

Telestatus

(Continued from page 82)

national rating report for the week of Oct. 1-7, as follows:

RANK	PROGRAM	PERCENT TV HOMES
1	Texaco Star Theatre (62 cities)	55.8
2	Red Skelton (39)	42.0
3	Talent Scouts (26)	41.8
4	Your Show of Shows (58)	39.4
5	Godfrey and Friends (50)	36.9
6	Philco Playhouse (55)	36.4
7	Fireside Theatre (52)	34.8
8	World Series (Sat.) (53)	33.9
9	Toast of the Town (36)	33.8
10	You Bet Your Life (50)	33.6

Capehart Plan

(Continued from page 84)

1951, the cutoff date for both labor and materials.

(4) CPR 22 — (Types of costs). Takes into account only changes in cost of factory labor and manufacturing materials.

(4-A) New order—Allow inclusion of all cost increases, including increases in overhead costs, except those considered "unreasonable or excessive."

"We have no choice under the amended Defense Production Act," Mr. DiSalle told newsmen, "but to allow manufacturers, if they wish, to adjust their ceilings. We fought the amendment because we believed it would spur inflationary pressures and because we believed that it presented tremendously complex administrative problems, both for the agency and the industry."

This action will result in higher prices on many industrial products, Mr. DiSalle said. But, he added, "letters to . . . OPS . . . strongly indicate that many companies will avail themselves of [its] provisions. . . ."

A similar regulation will be issued by OPS on industrial services falling under CPR 34 and manufacturers not under CPR 22.

Fay Day Promoted

FAY DAY, assistant research manager of company owned CBS Radio stations and Radio Sales, has been appointed research manager of company-owned television stations and CBS-TV Spot Sales. He joined CBS in February 1947 as director of research for WTOP Washington.

Standard Measurements

(Continued from page 25)

rural circulations may be compared, etc.

"(B) Circulation by income class, educational levels, size of family, homes with children, etc., etc.

"(C) Circulation by purchasing power for each commodity. For example, each magazine should be in a position to show conclusively the extent to which its subscribers are above or below the national averages in their purchases of each of the major magazine-advertised commodities.

"Such information would parallel the Nielsen Program-Market Ratings which reveal, for each national network program, the extent to which its audience is above or below the national average in purchases of each principal commodity advertised or advertisable via radio and television. This is proving one of the most useful tools of marketing. It has long been the dream of marketing men, and it was made possible recently by combining the techniques which we employ in the radio and television fields with the Nielsen Consumer Index, which measures the consumption of commodities in each sample home.

Duplication Data

"(D) Duplication of circulation between magazines, between magazines and newspapers, between magazines and radio, between magazines and television, etc. This vital information is essential to any advertiser who is using one of these media and who wishes to add one or more additional media without creating an unprofitable amount of duplication. This type of information is possible only when statistics on the various media are *from the same homes.*

"4 The Nielsen radio-TV samples, and the related samples of supplementary homes used for various special research purposes, were set up with the expectation of performing, for the magazine and newspaper industries, the types of service mentioned in items 2 and 3 above. While there are certain business reasons why we have not seen fit, to date, to launch such services, it should be recognized that in several respects the A. C. Nielsen Co. has a unique and very advantageous position for the operation of such services.

Make Personal Visit

"For example, in conducting our radio-TV operations, we make periodic personal visits to a representative cross section of American homes, and we already have radio listening, television viewing and product purchase data from these homes—which, if magazines and newspapers were added, would permit studies of the duplication among the various media," Nielsen concluded.

C. E. Hooper of C. E. Hooper Inc. said in a speech in St. Louis "... I am impressed with what radio has to offer right in TV cities. If validly compared with other media, radio still ranks as a powerful giant.

"There is one way in which direct comparisons between media can be made. I refer to comparisons of the time spent 'using' each of the major media by all members of the family in the home. In such a study, the individual advertisement's exposure is not revealed comparatively.

"For 'time of exposure' per random home one needs but to multiply the average percent of homes 'listening to radio,' or 'reading newspapers' by 60. Thus a rating of 15.0 means the average home listens 9 minutes—15 percent of 60 equals 9.

Times Can Be Compared

"The time of use which is measured refers to the medium as a whole, be it newspapers, magazines, radio or television. Time spent reading the magazines and newspapers can be measured and reported. So can time spent listening. Time spent reading magazines can be compared with time spent listening to the radio. Time spent listening to a specific station can be compared with time spent reading a specific magazine or specific newspaper.

"The study covers the 'at home' behavior of all members of the family. It can cover all hours of the day every day from 8 a.m. to 11 p.m. It furnishes comparative minutes of use for each medium hour-by-hour, day-by-day and sums up the results by individual newspapers, magazines, radio and television stations for the entire week. . . .

"[Hooper's] new service provided by the 'Media-Meter,' reduces the four great media—newspapers, magazines, radio and television—to a common denominator, 'minutes of use.' The method of measurement is the telephone coincidental but applied to all four media . . . and the first step is to produce average 'ratings' for each medium. Within the limits of accuracy set by sample size, this measurement can produce average time of use comparisons of stopwatch precision. . . .

"The Media-Meter is not a measure of advertising effectiveness. 'Effectiveness' is what media do to people. The Media-Meter measures what people do to media.

"In a recent Media-Meter study of commercial proportions in a top television city, in one of the two lowest-listening-months of the year, July, 'minutes of use' of radio topped 'minutes of use' of magazines (all of them combined) by over five times. Actually radio was 51.9% of magazines. . . ."

Ryan Statement

BAB President William B. Ryan said:

"BAB, of course, is anxious to find a 'common denominator' for measuring all media. A measurement which would show radio in its true light in comparison with other media, holding the same yardstick to all of them, would inevitably show radio's advantage.

"Whether it is possible to develop an 'ideal' method of achieving comparable measurements of this sort is another question. We would like to get, for radio stations, a measurement of actual circulations within the stations' potential circulation areas.

"The answer lies somewhere between total potential, as exemplified by Audit Bureau of Circulations figures for newspapers and magazines, and the other extreme of radio's rating services, which certainly are not a true measure of circulation. Any properly handled measurement of radio's basic overall circulation should be accepted by advertisers on an equal basis with Audit Bureau figures for the printed media."

A spokesman for the Assn. of National Advertisers, without suggesting desirable ways of doing it, said:

"ANA of course would like to have comparable data on all media, so that advertisers could make more intelligent decisions."

Goldberg View

Melvin A. Goldberg, director of sales planning and research, DuMont TV network:

"I think Mr. Brockway is absolutely right. Unfortunately, too much research in the media today is devoted to 'circulation.' This is true of all media, whether it be newspapers, magazines, radio, or TV. The latter media have even broken down circulation to estimate the number of sets that are tuned to a particular show.

"Rarely do we analyze the audience to whom we are appealing, however. For example, if a variety show gets a rating of 25 and a dramatic show also gets a rating of 25, are we appealing to the same

(Continued on page 86)

'ON-THE-SPOT'

Hooper Gets Survey Order

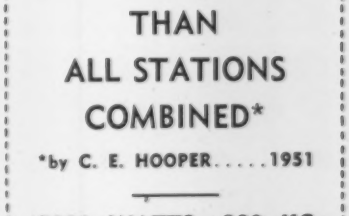
C. E. Hooper, who outlined his "Media-Meter" system of comparing time spent with radio, TV, magazines and newspapers in a speech in St. Louis last week reported afterwards that he had made an on-the-spot sale.

Robert Stolz, advertising manager of Brown Shoe Co., who was toastmaster at the meeting, agreed to underwrite a "Media-Meter" survey of one city, Mr. Hooper reported.

He also said that, "pending organization of the broad study along formal lines, Hoopereports Inc. will accept such orders from individual concerns on the basis of one-order, one-survey for one city, with each participant, agency or advertisers receiving reports for all cities." First survey is scheduled for January.

WSAZ-TV
Channel 5
EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations



MORE LISTENERS
THAN
ALL STATIONS
COMBINED*
*by C. E. HOOPER.....1951
5000 WATTS—930 KC
ABC PROGRAMS
Represented by
THE BRANHAM COMPANY

Standard Measurements

(Continued from page 85)

audience in both shows? Should the products that we are urging these audiences to buy be the same? Would these audiences have different tastes and perhaps 'predispositions' for specific product purchases? Would they be predisposed towards particular advertising commercials, or type of commercials?

"This qualitative type of research on the audience—whether it be newspapers, magazines, TV, or radio—has, unfortunately, been sadly neglected. I believe that an analysis of the media audience would be a first step and a major one towards developing the common denominator for which Mr. Brockway is looking."

Donald W. Coyle, director of research, ABC:

"I think comparable research can be developed, but the problem is to do so realistically. The most likely common denominator would probably be the impression per dollar expenditure that is made on a measured audience. The point would be to find out how many people see, hear, or somehow become aware of an advertisement, and to follow that up by measuring how that advertisement is impressed on the individual—whether he'd buy the product, consider buying it, or just forget the whole thing.

"There's a definite need for such data—it's the same old problem of not being able to compare apples with oranges, How, when, or where it can be developed is a major question, but the generation of thought should come from a non-media source in order to achieve an unprejudiced but still-useful evaluation."

Kenneth Godfrey, senior executive, AAAA: "No comment."

Alcuin W. Lehman, managing director, Advertising Research Foundation: "No comment."

Carrain Comment

Harper Carrain, director of research, CBS-Radio: "There's no question about the lack of a common denominator or that we in radio are the victims of it. Part of the trouble is that it's a terrific problem to solve and the other part is that printed media have got along so well without it. I don't blame them, though; it's hard to measure how much time some one spends reading his newspaper.

"You can't put an Audimeter on a reader. Not enough thought has been given to it; there's been too much lethargy about really solving it. I've been thinking about it for a long time and urging the Nielsens and the Hoopers to get at it. It will take a lot of money to do it and a lot of brains and hard work, but we should try it—especially the radio industry which stands to gain more from it."

Richard J. Puff, director of research and planning, MBS:

"It would be wonderful for us in radio to have some kind of data that is *truly* comparative. There's been no full answer given yet, but I think in practical terms it will have to be an answer from a non-media source. Anything that measures all media would, it seems to me, have to be paid for by all media, and I do not think it possible to get all media together on one such project.

"The problem, of course, has been that printed media measure circulation instead of actual readership, but it seems to me all media should be measured as detailedly as radio has evaluated itself. I am not willing—in order to realize comparative data—to sacrifice the detail of radio audience measurement. Why should we accept less than we have? And when the problem is solved, it should be in terms of value received for dollars spent."

BUREAU of Broadcast Measurement, Toronto, Ont., has distributed new 1950 station maps for the 24-member stations in the Maritimes.

'DRAFT' KOBAK

For Top BAB Post

THE BAB Nominating Committee voted unanimously last week to "draft" Edgar Kobak to remain as BAB board chairman until next spring and to increase the bureau's board of directors to make it more representative of the industry it serves.

John Patt of the Goodwill Stations, chairman of the Nominating Committee, reported the group voted over Mr. Kobak's objections to retain him in office until the annual membership meeting at the time of the NARTB convention next April, to give the committee more time to find a successor to the consultant and station owner.

"We need someone for chairman who is able, acceptable and available," Mr. Patt said. "Mr. Kobak meets those qualifications, though he is only barely available. At first, he said 'no.' But I think he will agree to serve until we find the right man to fit all three A's."

The Nominating Committee, meeting in New York on Monday, also renominated William B. Quarton of WMT Cedar Rapids as BAB secretary and Allen M. Woodall, WDAK Columbus, Ga., as treasurer. The nominations, including proposed additional and some substitute directors, will be voted on at the annual meeting of the BAB corporation, tentatively scheduled Nov. 30 but subject to change in view of that date's conflict with the NBC affiliates convention at Boca Raton, Fla.

BAB Board

The BAB board membership currently numbers 24. The maximum number permissible under the bylaws is 30. It is expected the corporation meeting will be asked to increase the membership to the top number in order to provide better representation of the various fields of broadcast interest and of various size stations as well as better representation geographically. The names of proposed new directors and of successors to some of the present directors were not made public pending their acceptance of the nominations.

Mr. Patt said the committee hoped to find a new chairman in time for him to be presented to the membership at the annual meeting in April. In order to make the search, the committee plans to ask the corporation meeting to continue it in office for that purpose.

The office of president, held by William B. Ryan under contract, was not open for nominations.

Members of the Nominating Committee are Mr. Patt; Mr. Woodall; NBC Board Chairman Niles Trammell; Mutual President Frank White; Charles C. Caley, WMBD Peoria; Simon Goldman, WJTN Jamestown, N. Y.; and H. Preston Peters, Free & Peters, station representative firm.

top value
for your T.V. dollar

One of the top ten multi-weekly shows* "Armchair Theater" is a natural for national advertisers. It provides a ready and responsive central Ohio audience at low participating rates that assure top value for your TV dollar.

This popular late evening show features exclusive first TV run motion pictures—outstanding feature films with famous stars. Phone Blair TV or write direct for list of coming attractions and complete details on the "Armchair Theater" series.

*Pulse, Sept. 1951

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

SET MATERIALS

Report on Conservation Issued

THE ELECTRONICS industry has made tremendous strides in the conservation of critical materials and substitute techniques, but much of the progress to date will not be reflected until 1952.

This conclusion was voiced by the Material Advisory Council of Radio-Television Mfrs. Assn. in a special report on industry conservation efforts for October 1951.

The report covers estimated metal usage for radio-TV receivers and special apparatus for 1950 and 1951 and was prepared at the request of E. T. Morris, director of the National Production Authority's Electronics Division.

Mr. Morris has consistently lauded RTMA figures on metal use and availability as of great value to the government and had requested further estimates of conservation based on 1950 production figures.

'Great Deal of Work'

"A great deal of work has been going on of a more fundamental nature by the parts, material and end product manufacturers which requires the use of new materials, new circuit designs and new mechanical arrangements," the report explained. "Much of this work will not be reflected into apparatus until 1952 because of the design work, time required to prove out the new materials, components and products and the time for tooling preparatory to and the manufacture of new items."

The report is based on six representative type radio and TV receivers and unit material use figures of a 1950 report and are used for the first half of 1951. Figures for the last half of 1951 reflect metal savings based on a study of typical receivers in the light of savings in use during production the last half of this year. Latter report was prepared by Motorola Inc. RTMA's Parts Division handled the 1950 report.

Highlights of the study were progress reports on conservation programs by Westinghouse, Hoffman Radio Corp., Radix Wire Co., Zenith Radio Corp., and Essex Wire Corp.

Westinghouse reported elimination of cadmium as an electroplating material in 65% of cases, turning to an organic finish or zinc plating. With cobalt, an alloying element in permanent magnets, units were completely redesigned to those utilizing new magnets containing only one-fiftieth of the cobalt in the original.

"We have not been able to date to convert any of our copper to aluminum. The changes which we have made in conservation . . . have been in shorter leads for capacitors and resistors, and the use also of copperweld in the place of copper," the firm explained. Copper is an electrical conductor.

Westinghouse also reported an 80% reduction in nickel on X-ray apparatus where combinations of nickel and chromium are brought into play. For decorative purposes, a bright zinc plus Iridite is used. Wherever practical, the company also changed from 75% nickel to Westinghouse Hipernik, a 50% nickel alloy.

At Hoffman Radio Corp., use of electrostatic focus picture tubes is part of present designs. Eliminated are previously-used focus coil and a reduction in copper requirements. Hoffman reported changes in designs encompassing metal savings in a smaller chassis (steel), electrostatic tube (elimination of focus coils), power transformers (locating them so as not to require copper strap), and power supply systems (reduced from 350 v to 270 v, conserving aluminum).

Zenith explained it has "eliminated all varieties of focusing magnets and focusing coils" on television receivers and is utilizing the new electrostatically-focused picture tube not requiring a separate source of focusing voltage. The procedure "results in a considerable saving of either Alnico or copper wire, or both, and in addition, steel used to house and mount the focusing element."

The Chicago firm also has done away with all structural steel in the mounting of the face plate end of the picture tube, using wood supports and a simple steel strap. Previously Zenith had reduced the size and length of leads on resistors and condensers to conserve copper wire.

A saving of aluminum can be effected, too, if required by using cardboard tube electrolytics rather than the conventional aluminum can. Use of aluminum for dial

(Continued on page 93)

SMILES are in order after successful debut of *All in the Family* on KPHO-TV Phoenix under sponsorship of local bank. L to r: Hugh Gruwell, president of First National Bank of Arizona; George Christie, vice president of bank and m.c. of program; and John Mullins, president of KPHO-AM-TV. Show pits one family against another in an animated quiz show for defense bond prizes.

RTMA MEET

Chicago Sessions Study Materials Shortage

STEPS to meet the growing shortage of critical materials during the period of increased set production and expanding military output will be taken at a meeting of radio and TV receiver and component parts manufacturers to be held in Chicago Nov. 14-16 under auspices of Radio-Television Mfrs. Assn.

A score of RTMA committees will hold separate meetings to take up industry problems and association activities.

RTMA President Glen McDaniel and A. D. Plamondon Jr., chairman of the RTMA Small Business Committee, will open the meeting Nov. 14 with a small business conference. They will report on RTMA's program to expand subcontracting of large military orders.

RTMA's board will wind up the sessions Nov. 16 with Chairman Robert C. Sprague, Sprague Electric Co., presiding. Executive committees of the Set, Parts and Amplifier & Sound Equipment Divisions and members of the Tube Division will meet Nov. 15.

The Advertising Committee, meeting on the opening day, will review plans for an FM promotion campaign in cooperation with NARTB and will survey the 1951 Voice of Democracy contest. The Sports Promotion Subcommittee of the Sports Broadcasting Committee will work out plans to organize local sports promotion committees.

At its Nov. 15 meeting the Television Committee will hear a report on work of its task force [B•T, Nov. 5], named a fortnight ago to study possible impact of TV freeze lifting on military and civilian production.

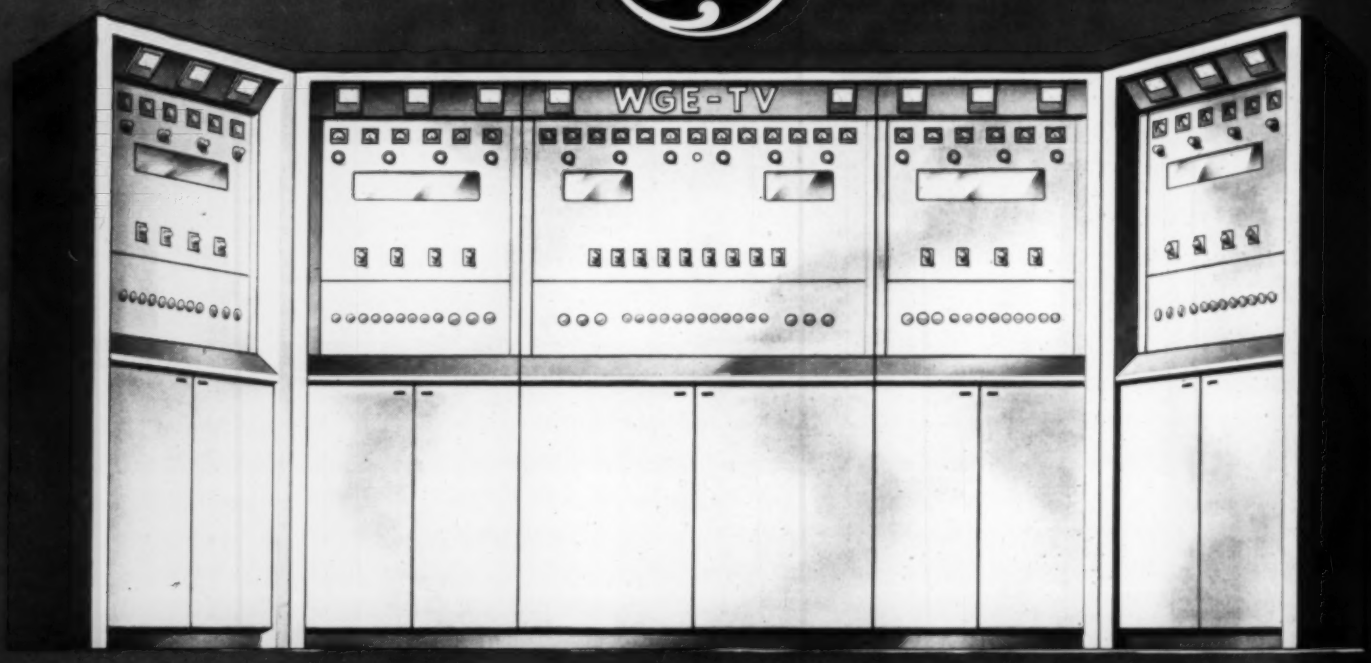
The Trade Practice Conference meets on the opening day to take action on proposed changes in the suggested trade practice rules for radio-TV, now before the Federal Trade Commission.

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

Got ya'
covered!
KSL-TV
So don't make a move until you investigate our coverage. Yes, KSL-TV's coverage area is truly the pocketbook of the booming Salt Lake City market. 56 per cent of all Utah retail sales are made in this area with 46 per cent of them in metropolitan Salt Lake City alone.
To get your share of these sales . . . use
KSL-TV
SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

G.E. OFFERS YOU THE POWER YOU WANT...

LOW or HIGH channel at the



FOR EXISTING STATIONS

Did you know that G-E amplifiers will work with any standard TV transmitter? In most cases you can get the high power you want at a cost much lower than you'd expect. Ask General Electric for details.

FOR PROPOSED STATIONS

You get a complete balanced package when you go all General Electric. The 5 kw transmitter and 35 kw amplifier are coordinated in design to give you your desired ERP reliably and economically.

LOWEST COST in the industry!

FOR EXAMPLE: To Get 100 kw ERP, Use G.E.'s 35 kw Amplifier, 5 kw Transmitter, and 3-Bay Antenna . . .

KEEP it simple if you want to go to high power economically and without headaches. And simplicity is the keynote of the G-E broadcast equipment line. A comparative examination of transmitter, amplifier, and antenna combinations will demonstrate the superior ERP capabilities of G-E. When you check such items as tower costs, antenna ratings and tube complement costs, G-E figures will startle and please you.

The men whose pictures appear below are specialists, each with an engineering background and long experience in the broadcast field. Their knowledge can help you with your TV station planning. Why not call *your* G-E Broadcast Man today?

YOUR G-E BROADCAST MAN—AT YOUR SERVICE

James M. Comer, Jr. Thomas F. Bost, Jr.
ATLANTA
187 Spring Street, N. W.
Walnut 9767

A. F. Wild
BOSTON
963 Commonwealth Avenue
Hubbard 2-1800

L. H. Naum
CHICAGO
Mdse. Mart, Room 1122
Whitehall 4-3915

John Wall
CINCINNATI
215 West 3rd Street
Parkway 3431

James H. Douglas
DALLAS
Rc s & Lamar Streets
Prospect 7-4296

Frank P. Barnes, *Sales Mgr.*
SYRACUSE
Electronics Park
76-4411 Ext. 835

Hugh W. Granberry
HOUSTON
4604 S. Main Street
Justin 0657

F. Robert Walker
LOS ANGELES
530 West 6th Street
Trinity 3417

William G. Broughton
SYRACUSE
O.C.S. Bank Bldg., Rm. 913
23308

Charles J. Simon
NEW YORK
570 Lexington Avenue
Plaza 5-1311

J. W. I. Cody
PHILADELPHIA
1405 Locust Street
Pennypacker 5-9000

Charles T. Haist, *Jr.*
SAN FRANCISCO
235 Montgomery Street
Douglas 2-3740

You can put your confidence in—

GENERAL ELECTRIC

LOCAL LEVEL TV

On SCAAA Nov. 19 Agenda

PANEL of seven representatives of the Los Angeles TV industry will discuss "Television at the Local Level" at a dinner meeting Nov. 19 of the Southern California Advertising Agencies Assn. Session is being presented at the ABC Television Center, Prospect Ave., Los Angeles, in cooperation with the Academy of Television Arts and Sciences.

Taking part in the discussion will be Donn Tatum, director of television of ABC Western Division and manager of KECA-TV Los Angeles, "The Network Cable—How It Will Affect TV"; Klaus Landsberg, vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, "Local Programming"; Donald Norman, general sales manager of KNBH (TV) Los Angeles, "Can The Low Budget Advertiser Afford To Stay Out of TV?" Joseph Coffin, research director, KLAC-TV, "Research, A Guide to More Effective Television Advertising"; Hal Roach Jr., vice president, Hal Roach Studios, "Practical Use of Film on a Limited Budget"; Harry Koplan, freelance producer-writer, "Live Shows Can Be Done Within a Local Budget"; Al Jarvis, KLAC-TV m.c., "Live Commercials."

Donald Lauritzen, Rockett-Lauritzen Adv., will be chairman of the panel. Assisting him will be Rod Mays, Mays & Co., and John Curtis, Patch & Curtis, Long Beach.

SAG-Major Talks

NEGOTIATIONS continue this week between the Screen Actors Guild and the Assn. of Motion Picture Producers, representing the major studios, after being resumed last Thursday following several weeks' recess. Talks were temporarily halted by the Guild to allow IATSE to complete its negotiations with the studios. Further delay was caused by absence from Hollywood of SAG and AMPP officials in New York to attend Wage Stabilization Board hearings.

film report . . .

THIRD in its *Hollywood at Work* half-hour television film series showing behind-the-scenes of Hollywood motion picture production has been completed by **Hollywood At Work Inc.**, Hollywood. Film unit formerly named B-M-D Productions. Latest program titled *The Hugo Haas Story* dramatizes the story behind the producer's recent release, *Pickup*. Also slated for production is the story behind producer Stanley Kramer's *Death of a Salesman*.

SOL LESSER PRODUCTIONS, Culver City, Calif., has acquired 40 Ken Krippene stories dealing with buried treasure, which will be filmed for theatrical and TV release. Firm will also make TV film series based on Thornton Wilder's Pulitzer prize-winning stage play *Our Town*.

Two more television film producers have joined the newly-organized **Alliance of Television Film Producers** in Hollywood bringing total membership to 10. New members are **Frank Wisbar Productions**, producers of the *Fireside Theatre* series, and **TCA**, which produces the *Abbott & Costello* TV films. Other ATFP members include Ziv TV Programs, William F. Broidy Productions, Jerry Fairbanks Productions, Primrose Productions, Gene Autry Flying A Productions, Bing Crosby Enterprises, Screen Televideo Productions and Roy Rogers Productions.

ODYSSEY PICTURES Corp., Culver City, Calif., will produce series of 26 half-hour TV films, *Terry & the Pirates*, based on the comic strip. **Julian Lesser** has been assigned producer. **Norman S. Hall**, screen writer and formerly with Gene Autry Flying A Productions, is writing first 12 programs.

Highlights of each week's sports events from Madison Square Garden, N. Y., are being seen on the opposite coast via KGO-TV San Francisco. The 15-minute weekly *Madison Square Garden* TV film program started on the station Nov. 8 for 26 weeks. Program is produced and packaged by **Winik Films**, N. Y. **Stuart Reynolds** is handling sales of the package.

JERRY FAIRBANKS Productions, Hollywood, has purchased *You Kill Me* original television play by Monroe Manning and John Kohn for its *Front Page Detective* television film series.

Sales and Production . . .

SOME 30 stations have contracted for the new holiday film released by **Sterling Television Co. Inc.**, New York, *A Day of Thanksgiving*. The 15-minute dramatic program tells the story of a typical American family, and how the 1951 holiday is an occasion for the thankful review of freedoms and privileges they enjoy as Americans.

* * *

ALEXANDER FILM Co., Colorado Springs, has produced recent TV commercials for the following organizations: **Continental Airlines**, Denver, Col., one 20-second film through Galen E. Broyles Co. Inc. **7-11 Dairy Foods**, Dallas, Texas, five 60-second films through Stanley Campbell. **The Haggar Company**, Dallas, Texas, six 60-second films and three 20-second films featuring Haggar Slacks through Tracy-Locke Co. Inc. **Luxury Peanut Butter**, Nashville, Tenn., one 20-second film. **Free Sewing Machine Co.**, Los Angeles, Calif., eight 46-second films and four 15-second films through Foote, Cone & Belding.

* * *

UNITED TELEVISION PROGRAMS, national film distributors, has sold 13 weeks of *Fashion Previews*, 15-minute style show featuring clothes as they have been pictured by national magazines, to WJZ-TV New York. Run was scheduled to start Friday with Majeska, well known jewelry designer, as guest. Eight other markets where *Fashion Previews* are shown each week include Cincinnati, Washington, Minneapolis-St. Paul, Kansas City, Altanta, Seattle, New Haven and Indianapolis.

* * *

SARRA, Chicago, has prepared series of animated film commercials for **Theodore Hamm Brewing Co.**, St. Paul, and its Hamm's beer. Series of three 20-second and one 60-second spots shows a musical staff that changes into "sky blue water," one of the product's themes. Agency is Campbell-Mithun, Minneapolis.

Sarra also has completed three 20-second and one 60-second spots for **Bruce Floor Products** floor cleaner and cleaning wax. Bonnie Bruce, animated trademark for the company, shows viewers how to care for their floors. Agency: Christiansen Adv., Chicago. Production supervisors were **W. W. Partee**, sales manager for Bruce; Harold E. Christiansen, agency president, and **Arthur Roberts**, agency vice president.

* * *

John Wayne appears in new Coca-Cola television film commercial being produced by **Jerry Fairbanks Productions**, Hollywood. Agency, William Esty Co., N. Y.

CBS TALENT SEARCH

Dozier Put in Charge

WILLIAM DOZIER was put in charge of the CBS Television Network's search for new talent and new program ideas last week.

Hubbell Robinson Jr., television division vice president in charge of network programs, said the appointment was made in recognition of the importance of having a member of the program department's [illegible] staff [illegible] time on the quest for new faces and new ideas.

Mr. Dozier, in the motion picture business since 1935, joined the CBS TV program department in October. He resigned as executive story and writer head of Samuel Goldwyn Production in August.

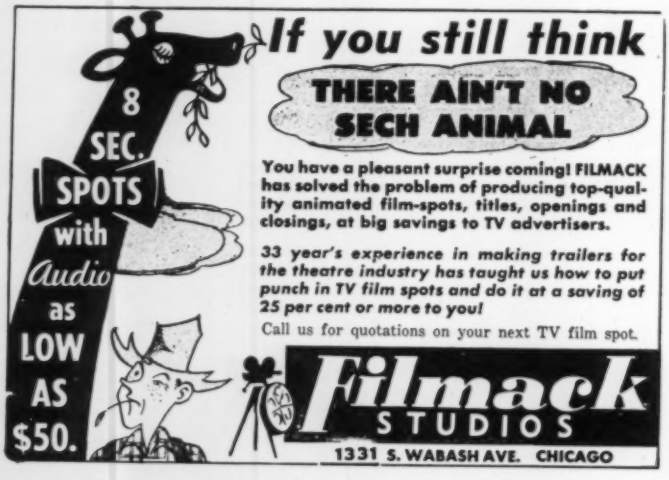
RELIGION ON TV

Baptists to Study at Meet

RELIGIOUS TV conference will be held in Washington, D. C., Nov. 27 by the Southern Baptist Radio Commission, Dr. S. F. Lowe, director, has announced.

Radio-TV industry figures as well as church leaders will participate. Among them: Radio-TV—FCC Chairman Wayne Coy; Dr. George B. Crothers, CBS; Davidson Taylor, NBC; James Caddigan, DuMont; as yet unnamed ABC representative; J. Leonard Reinsch, WSB Atlanta, WIOD Miami, Fla.; WHIO Dayton, Ohio; Arnold Wilkes, WBAL Baltimore; Bryson Rash, WMAL Washington; W. H. Harrington, AT&T; Julius A. Renhard, RCA; Religious—Dr. Percy Crawford, Philadelphia and Wilmington; Dr. C. C. Meeden, Baltimore; Dr. T. F. Adams, Richmond; Dr. R. Alton Reed, Dallas, and Dr. Lowe, Atlanta.

To be studied are possibilities of religious telecasting and exploration of the most effective ways of presenting the church message via TV. It was noted that the conference may lead to TV activity among Southern Baptists, which now broadcasts the *Baptist Hour* on radio (carried by 270 stations).


8 SEC. SPOTS with Audio as LOW AS $50.
If you still think
THERE AIN'T NO SECH ANIMAL
You have a pleasant surprise coming! FILMACK has solved the problem of producing top-quality animated film-spots, titles, openings and closings, at big savings to TV advertisers.
33 year's experience in making trailers for the theatre industry has taught us how to put punch in TV film spots and do it at a saving of 25 per cent or more to you!
Call us for quotations on your next TV film spot.
Filmack STUDIOS
1331 S. WABASH AVE. CHICAGO

SAG CONTRACT

Delays Cancellation

SCREEN Actors Guild postponed its cancellation of a contract with Lippert Productions in an agreement last week with the Independent Film Producers Assn. that no IFPA member would sell for television use during the next 90 days any theatrical picture made after Aug. 1, 1948.

The Guild took action against the independent producer early in September, in accordance with its basic contract, following Lippert's sale of films made within the last three years to KTLA(TV) Los Angeles [B•T, Sept. 10]. Contract gives SAG right of cancellation within 60 days if such films are released for television without making arrangements with the Guild for additional payment to actors appearing in the films.

The 90 day grace period will allow SAG time to continue its contract negotiations with the IFPA, and the major motion picture producers and to take up negotiations with television film producers.

In approving the postponement, the Guild made it clear that it is not deviating from its "firm policy of cancelling its contract with any producer who releases to television any theatrical pictures made after Aug. 1, 1948, without first negitiating an arrangement with the Guild for additional payment to the actors for such dual use."

In its new contract negotiations, SAG seeks to ban from TV showing theatrical films made after the 1948 date in place of the present cancellation clause.

Sao Paulo TV

RADIO TELEVISAO PAULISTA, Sao Paulo, Brazil, plans to begin programming Nov. 15, according to word received last week from Joe Herold, U. S. engineer supervising the installation. The station, with modern TV studios and facilities, will use DuMont equipment throughout. Mr. Herold, former technical director of WOW-AM-TV Omaha, also supervised installation of the first TV station in Havana, Union Radio's CMUR (TV).

On the Job

HOSPITALS may be confining to some people, but they can't stop Klaus Landsberg, vice president of Paramount Television Productions and general manager KTLA (TV) Hollywood from carrying out his duties. Confined to Cedars of Lebanon Hospital where he is recovering from surgery [B•T, Oct. 29], Mr. Landsberg had himself taken by ambulance to Pasadena Oct. 31 so he could personally direct the weekly *Frosty Frolic*. Following telecast, he was taken back to the hospital.

SIGNAL boost bringing more area within its new 5 kw coverage was celebrated by WFMY-TV Greensboro, N. C., on the occasion of its second anniversary with special program. Station entertained visiting mayors and city managers of 10 neighboring cities. L to r: Curtis Bishop, mayor of Danville; Gaines Kelley, WFMY-TV general manager; Mayor George Hunt of Reidsville; Mayor A. S. Daniels of Draper; Mayor John Smith of Leaksville; Harry E. Barlow, secretary of Asheboro Chamber of Commerce; E. L. Brandon Jr., city manager of Burlington; Mayor Pro Tem Boyd Morris of Greensboro; Mayor Marshall C. Kurfees of Winston-Salem; Mayor Jerry B. Wood of Siler City; C. O. Jeffress, general manager of Greensboro News Co., which owns and operates WFMY-TV; Mayor Aubrey E. White of Sanford. Signal increase gives station effective radiated power of 16.7 kw.

BELKNAP TV PLAN

Opposed by WMCT, KSD-TV

HEARING has been asked by the *St. Louis Post-Dispatch's* KSD-TV and *Memphis Commercial Appeal's* WMCT (TV) on the applications of J. E. Belknap & Assoc. for common carrier frequencies to serve two Missouri communities with community-type TV signals [B•T, Oct. 15].

In letters to the FCC, the stations' attorneys raised the question of possible "serious and adverse effects" the proposed operation might have on the operation of the two stations. Also mentioned were such other problems as (1) unauthorized rebroadcasts, (2) distribution of programs without regard to "balanced program structure," (3) appropriation of literary and artistic property without authorization and for profit.

Stations' legal counsel is Segal Smith & Hennessey.

The Belknap organization applied for common carrier frequencies between Memphis, Kennett and Poplar Bluff, Mo. It also filed tariff rates to be used in feeding TV programs picked up from Memphis' WMCT (TV) to Kennett. If successful, the plan is to extend the service to other Missouri, Illinois and Kentucky cities.

The service only would be to a distributing organization in each city. The distributing firm would make its own contracts with individual subscribers.

At the present time, about a dozen local distributing organizations use coaxial cable to bring TV signals down from a nearby high receiving antenna site and feed them to individual TV set owners.

The FCC has been studying the situation for some time and is expected to use the Belknap applications as a peg on which to issue a policy decision on community-TV activities.

RCA EQUIPMENT

Dominican TV Outlet Buys

EQUIPMENT for the first television station in the Dominican Republic, to be located at Ciudad Trujillo, has been ordered from RCA by Director Colonel J. Arismendi Trujillo Molina, president, treasurer and founder of radio station La Voz Dominicana at Ciudad Trujillo.

The order, covering an RCA 5 kw transmitter and associated studio and mobile equipment, was announced last Tuesday by Meade Brunet, a vice president of RCA and managing director of the RCA International Division. It is the ninth TV transmitter sold by RCA in Latin America.

The station's official Presidential inaugural program is scheduled for August 1952.

'SELLING AMERICA'

WLWD Show Discusses Sales

LEADING sales executives of Dayton, Ohio, are giving an informal sales training course in a program entitled, *Selling America*, aired Sunday by WLWD (TV) Dayton.

The half-hour show is presented by the Dayton Sales Executives Club. Each week the club is represented by a panel of executives who discuss every phase of selling, including advertising, merchandising, even budgets.

Primary purpose of the show is to project the idea that selling is a profession and preparation should be made in college. An automotive firm has asked to buy spots before and after the show.

STACKPOLE Carbon Co., St. Marys, Pa., has opened a new branch plant in Kane, Pa., to manufacture electronic components. New plant contains almost 45,000 square feet of floor space and employs upwards of 100 people.

CAMELS ADS

Reynolds Loses Appeal

AN ORDER issued by Federal Trade Commission against R. J. Reynolds Tobacco Co. (Camel cigarettes) for alleged "false, misleading and deceptive" advertisements was affirmed Nov. 1 by the U. S. Court of Appeals for the Seventh Circuit.

The firm had petitioned the appellate court for a review of a commission order, issued March 31, 1950, charging R. J. Reynolds with "unfair methods of competition and unfair and deceptive acts and practices." Specifically, dissemination of statements, representations and testimonials in broadcast and printed copy was cited.

In affirming FTC's action with modifications and laying the groundwork for an enforcement decree, the circuit court took certain exceptions to commission findings. It questioned:

(1) The phrase in FTC's order which ordered the firm to cease "using in any advertising media testimonials of users or purported users of said cigarettes which contain any of the representations [contained in the cease and desist order] *or which are not factually true in all respects.*"

The italicized phrase, the court held, is too all-inclusive, broad and is "beyond the concern of the commission." A testimonial might not be factually true and would "virtually make the petitioner an insurer of the truthfulness of every statement in a testimonial, no matter how immaterial or beside the issue in controversy it might be," the court reasoned. Therefore, it should be eliminated.

(2) The inclusion in the original order of "officers, agents, representatives and employes" as respondents. In the absence of appropriate findings that they were responsible for the violations, the court continued, FTC is "without authority" to cite them.

Under such language, the court said, officers and others would be subject not only to contempt proceedings but also to a penalty not to exceed $5,000 for violation of the enforcement decree should it become final.

Actually, it was noted, FTC has more reason for naming individual respondents than the National Labor Relations Board where it can sustain the burden of proof of its findings. But such is not the case in this instance, it added.

Reynolds' Denial

R. J. Reynolds originally had denied most of the allegations made against it, though it admitted dissemination of advertisements and use of testimonials.

The FTC order asked the tobacco company to cease representations that:

(1) Smoking of such cigarettes encourages the flow of digestive fluids and/or aids digestion; (2) smoking them relieves fatigue, or creates or restores bodily energy; (3) smoking such cigarettes does not affect or impair the "wind" or the physical condition of athletes; (4) smoke is "soothing, restful or comforting to the nerves"; (5) smoke will never harm or irritate the throat; (6) Camel cigarettes differ in these respects from other brands; (7) Camels contain less nicotine than any of the other four leading or largest selling brands.

The circuit court said it was impressed with the testimony of medical, scientific and other witnesses and felt there is "scarcely any dispute that in general [smoking] has a deleterious effect, the extent of which is dependent upon the number of cigarettes smoked and, to a lesser extent perhaps, upon the physique and condition of the smoker."

The court added: "We have carefully examined the record and find [Camel's] contention in the main to be devoid of merit. The record not only substantially but abundantly supports the findings made by the commission and findings furnish a sufficient basis for the inhibitions contained in the order."

On the job!

Our volunteer speakers are saving thousands of lives *today*... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

Richard Wallace

FUNERAL services for Richard Wallace, 57, motion picture and TV film director, were held Nov. 6 in Beverly Hills, Calif. Mr. Wallace died Nov. 3 following a heart attack in Los Angeles Memorial Coliseum at the close of UCLA-California football game. Under contract to Paramount Pictures, he also had been interested in television and recently directed the pilot film for the *Blondie* TV series for Stephen Slesinger Productions. He handled the Walt Disney Christmas TV program last year for Coca Cola. Besides his wife, Mrs. Mary Lewis Wallace, surviving are two children, Keith and Louisa.

WISCONSIN firm signs for Frederic W. Ziv Co.'s *Bold Adventure* on WHBL Sheboygan. L to r: William A Nevin of Ziv; William C. Honold (seated), secy.-treas. of Honold & La Page Inc., sponsor; J. A. Frost, firm gen. sls. mgr., and G. P. Richards, WHBL gen. mgr. Sponsor handles plumbing, heating, mill and electrical supplies and appliances.

SIGNING fifth consecutive 13-week pact with WORL Boston is Claus Gelotte, camera store chain owner. Others are (seated) Claire Crawford, WORL sls. mgr.; (standing, l to r), Arthur E. Haley, WORL gen. mgr., and Frank W. Jordan, acc. exec., F. W. Jordan Adv. Agency.

KOOL Phoenix, Ariz., signs Bank of Douglas, with branches in Tucson, Yuma, Douglas and Bisbee, to sponsor 15-minute newscasts twice weekly for 52 weeks. L to r: Frank Brophy, bank pres.; Bill Turnbow, columnist who does newscasts, and Charles Garland, KOOL gen. mgr.

COMPLETING arrangements for renewal for third year of *Voice of Prophecy* over ABC are (seated l to r) Robert E. Kintner, ABC pres., and Paul Wickman, secy. of Radio-TV Dept., Seventh Day Adventists. Standing (l to r) are Milton Carson, dir., Western Adv. Agency; Lee Jahncke Jr., ABC v. p. in charge of radio, and H. M. S. Richards, program dir. and speaker.

WONS Hartford signs Tuckel's, local appliance firm, for weekly series tied in with legitimate theatre revival in Hartford. Seated (l to r) are Ed Palen, WONS co-mgr.; Max Tuckel, sponsor, and Phil Zoppi, salesman. Standing (l to r) are Mack McKeever, sls. prom. mgr.; Bill Jenkins, who will conduct interviews with visiting stage stars, and Frank McGivern, WONS co-mgr.

FACSIMILE

Armed Forces Watch Fast Systems

THE ARMED services are maintaining a watchful eye on the development of RCA's Ultrafax and other facsimile transmission systems, the offspring of that growing giant—television.

"In view of the progress in the field of high-speed facsimile as evidenced by recent developments, it is recommended that the present status of the art be brought to the attention of all interested activities within the National Military Establishment in order that latent applications . . . may be exploited by the preparation of military characteristics and subsequent developments."

This recommendation is the outgrowth of a special inquiry into the practical speed limitations of facsimile on the basis of tests conducted by the Signal Corps Engineering Labs at Fort Monmouth, N. J.

This high speed radio-television communications system was applied in principle prior to World War II by small organizations affiliated with news services or with newspapers to achieve nationwide distribution of important news photographs.

During World War II facsimile equipment was utilized to advantage by the armed services for a variety of purposes, including transmission of weather maps charted at centrally located points to key installations.

Ultra-high speed facsimile — as exemplified by the RCA version, Ultrafax, developed in cooperation with Eastman Kodak Co. and NBC —made its practical debut in October 1948 before members of Congress and high-ranking government, military and industry officials.

The audience was electrified as Ultrafax reeled off written or printed messages at the fabulous rate of a million words a minute.

Brig. Gen. David Sarnoff, RCA board chairman, outlined a number of potentialities for Ultrafax and discussed them subsequently with high government leaders, including President Truman. The USSR sought to obtain authorization from RCA but was rejected [B•T, Jan. 10, 1949; Nov. 1, Oct. 25, 1948].

Relative little has been publicized about Ultrafax and other systems since that time, but the Army Signal Corps has kept close liaison with commercial firms looking toward valid conclusions. Indeed, there was speculation that the military was pondering security restrictions on the service.

"The data which have been accumulated substantiates the practicability of operating facsimile at speeds more than 1,000 times faster than apparatus used by the armed forces or news-syndicates. Tests of experimental equipments designed for Signal Corps Engineering Labs and results . . . indicate that facsimile transmission may be effected at a rate so great that applications are difficult to envision."

This word comes from John A. Erhart of the Signal Corps Engineering Labs. His views are contained in a special report on facsimile systems published in the November technical digest of the Central Air Documents Office.

The article touches on a number of systems, including RCA's Ultrafax and ultra-high speed equipment; the high-speed method devised by Philips Research Labs, of Eindhoven, Holland; scanning and recording equipment built by Western Union Telegraph Co., among others. Times Facsimile Corp., New York, also has been active in this system.

In tracing the development of the various systems, Mr. Erhart proposed that the Signal Corps inquiry be extended to permit continuing tests of present equipment on wide band transmission facilities, and study of techniques of flat and electronic scanning, among other subjects.

Ultrafax was designed to utilize a TV transmission facility for transmitting book sheets at the rate of 480 per minute. Prior to transmission, the copy is photographed upon double-frame 35 mm motion picture film which is then processed. Film is scanned by a flying spot scanner using a kinescope tube and optical system.

Subsequently, television techniques are employed to impress the video signal upon a carrier to supply synchronization and to transmit the signal to a facsimile recorder. A single line sweep on the tube is focused optically upon a 16 mm film.

Uses UHF Equipment

The Philips company was designed to utilize a transmission facility of 100 kc and to use this system on UHF radio equipment being built by that organization. Both the Philips and RCA systems require photographic recording.

With proper development, a high-speed facsimile installation can supplement a military communications system, it was explained.

Potentialities held out in 1948 by Gen. Sarnoff included (1) a nationwide system of graphic communications, using modified TV facilities; (2) exchange of international television programs on a trans-oceanic basis; (3) a television-Ultrafax service bringing newspapers and other publications directly to home receivers without interrupting normal programs; (4) a system of worldwide military communications; (5) transmission of full-length motion pictures from a single negative to motion picture theatre screens and (6) an economical radio mail system.

Nationwide radio relay networks capable of transmitting, interchangeably, television and Ultrafax signals also were envisioned.

Set Materials

(Continued from page 87)

scales and shields on radio receivers also has been eliminated. Substitutes for metal trim in both radio-TV receivers have been found.

Electrostatically-focused picture tubes probably will be in heavy use by TV manufacturers during 1952, with a saving of approximately a pound of copper per unit.

A report on use of Class B type transformers for TV sets was given by Essex Wire Corp.

Comparisons also were drawn between transformerless type of receiver and the 17-inch TV receiver, with weight differences in copper and steel. Receivers without transformers use selenium rectifiers, but because of the scarcity of selenium, very few manufacturers have included the transformerless type TV set in their production schedules.

Indiana Steel Products Co. reported that redesigns necessitating reduction in size of magnets and the amount of cobalt used in radio loud speakers have been cut from 120,000 pounds to 30,000 pounds per month.

Lending aid in supplying material for the report were Ray Zender, RTMA Parts Division; Ralph R. Batcher, RTMA Engineering Dept.; Motorola Inc. and members of various committees. The report was signed by L. M. Clement, chairman of Materials Bureau's Advisory Council, RTMA.

MARCONI BUST

January Ceremonies Slated

GUGLIELMO MARCONI, father of the wireless, will be honored in January at special ceremonies in Pittsburgh, commemorating the 50th anniversary of the first transatlantic wireless message and the 75th anniversary of his birth.

Plans are being completed by the Marconi Memorial Committee. A bronze and marble bust of the scientist will be placed in the lobby of KDKA there.

Among the honorary chairman are Walter Evans, president, Westinghouse Radio Stations, and Joseph E. Baudino, general manager, Westinghouse Radio Stations.

The statue will be financed from donations of Americans of Italian descent. The committee already has begun solicitation of funds for the project.

TECHNICAL AID

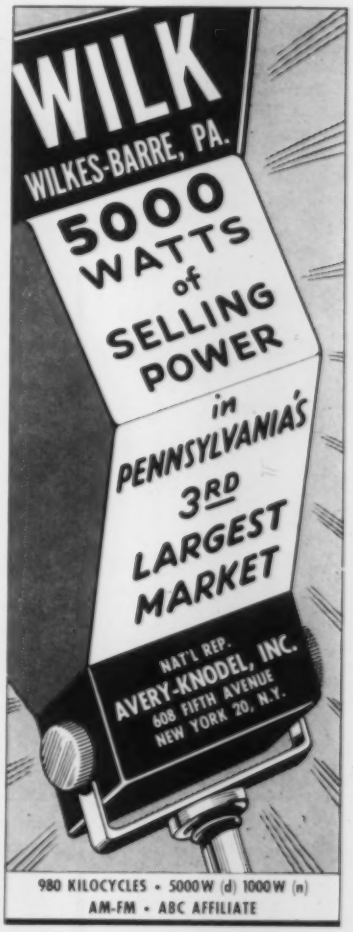
ECA Reports on Funds

SUM of $13,043,711 was obligated by the Economic Cooperation Administration for its technical assistance program during the last fiscal year, with $583,815 set aside for communications or transportation, ECA announced Nov. 3.

As part of its program, the Dept. of State provided the assistance of radio-TV experts in Greece and other countries, with the aim of helping those areas modernize their broadcasting operations.

Assistance was given to 16 European countries at a cost of less than one cent of each dollar of ECA's $2 billion fund for foreign aid, it was explained. Types of aid included basic surveys and technical or professional services; procurement and furnishing of technical literature, films and materials; technical analysis; research performed by U. S. government agencies and services abroad of U. S. experts and delegations.

In return for Marshall Plan aid, participating countries were required to deposit currency in the ECA-country counterpart fund to finance costs of other ECA-approved projects. Countries also paid the expenses of American experts while in Europe as well as overseas transportation costs and salaries of their own technicians who visited and studied in the U. S.



Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

ELECTION LAW

Draws FAB Query

OFFICIAL ruling on compliance with the new state campaign expenditures law, which the Florida Assn. of Broadcasters considers "confusing," was asked in a resolution adopted Nov. 3 at the FAB's meeting in St. Petersburg.

"We cannot determine how to comply with it and at the same time comply with the federal laws and regulations governing broadcast practices," an FAB resolution stated. The new state elections law specifices that statewide candidates must name a treasurer to pay all campaign expenses, with a central depository designated.

State Attorney General Richard Ervin was asked to clear these points: 1, "Whether individuals without the knowledge of a candidate may buy time for the promotion of a candidate without authorization from the campaign treasurer of such candidate, and whether liability then would attach to the station accepting such business;" and 2, "whether federal or state laws control in this phase of the operatioon of a federally licensed station."

The association met a serious problem head-on when it adopted a resolution condemning double billing, calling it "a bad commercial practice which is bound to reflect on the integrity of all members of the association." The resolution said that under this practice "time on the air to advertise a national product is paid for by the distributor at a local rate and in turn is reimbursed for a portion of the cost by a national producer at a much higher rate."

Such double billing "is an untruthful statement of advertising cost, and is a fraud on the public as well as the producers of nationally distributed merchandise," according to the resolution, and "may well undermine the faith of the whole advertising fraternity in business methods of radio stations."

"This association condemns double-billing as a rotten spot in an otherwise healthy industry," it continued, urging members "to council together to isolate such practices and to bring upon those few who practice them the condemnation of the many who give honest value for the advertising dollar to the end that this practice may be stamped out under the weight of public disapproval."

FAB adopted a resolution urging FCC to review further its rule on radio engineers because of the acute shortage of first-class ticket holders, reminding that use of other technicians will not affect technical service but on the other hand will give small stations a chance to give greater emphasis to selection of personnel for announcing ability.

A resolution condemning the Benton bills in Congress was adopted, warning that the public should be alerted to the dangers facing freedom of expression in all media.

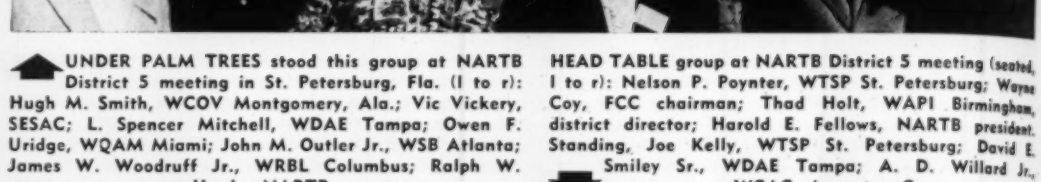
William B. Ryan, president of Broadcast Advertising Bureau, was speaker at the dinner meeting. NARTB President Harold E. Fellows and Richard P. Doherty, NARTB employe-employer relations director, were Saturday speakers.

FAB named committees to explore the idea of hiring an executive secretary; to revise the by-laws, and to see that all awards "are handled in the proper manner."

Eugene Hill, WORZ Orlando, was named to fill the board vacancy created by resignation of Robert G. Venn, who recently resigned as manager of WMIE Miami. Next meeting will be in May in the Miami area.

UNDER PALM TREES stood this group at NARTB District 5 meeting in St. Petersburg, Fla. (l to r): Hugh M. Smith, WCOV Montgomery, Ala.; Vic Vickery, SESAC; L. Spencer Mitchell, WDAE Tampa; Owen F. Uridge, WQAM Miami; John M. Outler Jr., WSB Atlanta; James W. Woodruff Jr., WRBL Columbus; Ralph W. Hardy, NARTB.

HEAD TABLE group at NARTB District 5 meeting (seated, l to r): Nelson P. Poynter, WTSP St. Petersburg; Wayne Coy, FCC chairman; Thad Holt, WAPI Birmingham, district director; Harold E. Fellows, NARTB president. Standing, Joe Kelly, WTSP St. Petersburg; David E. Smiley Sr., WDAE Tampa; A. D. Willard Jr., WGAC Augusta, Ga.



WCPO Aids Arrest

A WCPO Cincinnati newscast was instrumental in a gunman's arrest an hour after a holdup Oct. 31. The gunman had robbed a Cincinnati shoe store of $82. A local watchmaker heard the WCPO description of the thief. Minutes later, a man answering the description walked into the watchmaker's shop. The watchmaker arranged a police trap. When the man returned to collect a watchstrap he'd left to be fitted, he was nabbed by police.

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

programs promotion premiums

FOR MEN ONLY

WCKY Cincinnati starting new Sunday afternoon program, *Music for Men*. Bob Fleming is writer and producer, Pete Allen narrator. Music preferred by masculine sex and featuring favorite tunes of well known local business and professional men is basic background of new show.

SLEEPY-TIME GAL

KPOA Honolulu, T. H., through General Manager Fin Hollinger, lent airwaves for unique hypnotism-by-radio stunt performed by The Great Franquin, New Zealand hypnotist-entertainer. Hypnotist put girl seated in downtown shop window asleep for mattress concern sponsored half hour. Onlookers blocked traffic while KPOA Announcer Gene Forssell jabbed her arm with needles to no apparent discomfort. Franquin awakened girl via radio again after her siesta.

TWO VICS WITH HITS

RCA Victor and Vick Chemical Co. teamed up on promotion of new RCA record when more than 2,000 disc jockeys across nation received box of Vicks cough drops and letter reading, "The Two Vics Have Smash Hits . . . 'If You Catch a Little Cold' (I'll sneeze for you) . . . new release by Tony Martin and Dinah Shore now on its way to you. . . . 'If You Cough a Little Cough' (Here's Vicks for you) . . . Let Dinah sneeze for you, let Vicks take care of your cough." The letter is signed, "Gesundheit! Fred Mann" (a member of RCA-Victor's promotion staff).

G-GUYS AND GALS

WTOP-TV Washington presenting *Government Guys and Gals*, Sun., 11-11:30 a.m., TV version of popular radio show on WTOP-AM. Government employees compete for prizes by answering questions about government affairs and of general interest. Officials of federal agencies will guest-speak each week. Show emceed by Ted Lingo, directed on TV by Bob Jones.

COOKIE CUTTERS

WIBW Topeka, Kan., sending advertisers and trade small green cookie and biscuit cutters. Piece headed "To shape a more effective Kansas selling program . . . Hire WIBW." Continuity gives facts about station listening effect on Kansas audience.

COMMUNITY PROJECT

WMC Memphis, *Gobblin Give-Away*, used gift gimmick to keep kids off streets on Halloween Night. Program originated with H. W. Slavick, station manager, and staff, who worked with Memphis Park Commission and Memphis *Commercial Appeal* on project. Names of previously registered teen-agers were drawn from barrel in studio. Telephone calls brought generous prizes from local merchants, if child was home to answer. More than 55,000 tickets were turned in for program that kept kids out of mischief.

OLD PIANO ROLLS

WTAX Springfield, Ill., *Piano Roll Time*, 3:35 to 3:55 p.m., Mon. through Fri., featuring actual "live" player piano in studio. Program handled by Glen Farrington and John Begue, who intersperse music with bright chatter and commercials. Rolls for piano donated by listeners who found them in basements and attics and enjoyed chance to hear them after so many years. Program's charm is its informality, no attempt made to disguise mechanics of rewinding or pumping piano, and guests welcome to come sing any time.

TV EXHIBITION

KSJB Jamestown, N. D., KCJB Minot, N. D., by arrangement with J. B. Klindworth of Television Transmitter Div., Allen B. DuMont Labs, Clifton, N. J., demonstrated world's largest TV tube, 30" DuMont Royal Sovereign, at recent Red River Valley Fair in Fargo. Over 12,000 people attended "See Yourself on Television" exhibit after appearance of station's ad in local papers. Several DuMont TV receivers placed at various points carried telecasts to wide and scattered audience around fair grounds.

SALE FOLDER

"A CHICK A TICK!" is title of new 3-color promotion folder issued by CBS Radio Spot Sales, N. Y. Piece spotlights sales of baby chicks through efforts of KMOX St. Louis.

PHILCO BROADCASTS

FOURTEEN international broadcasts were to be originated from Miami Beach last Friday and Saturday in conjunction with Philco International's convention of Latin American distributors there. These included *Philco Rendezvous*, theatre and fashion news program broadcast weekly via International Station WRUL Boston to a Central and South American audience estimated at 800,000; 12 five-minute interviews, and a half-hour round-table discussion for the State Dept.'s Voice of America, with a total of approximately 50 Philco distributors from 12 Latin American countries participating along with Florida dignitaries and Beth Holland of *Philco Rendezvous*.

DISPLAY PROMOTION

WBEL Beloit, Wis., sending "point-of-sale" cards reading "'As Featured on WBEL" to all local advertisers. Cards fold like restaurant table tents, making it easy for advertisers to use them in any type of display.

SALUTE TO NBC

RADIODIFFUSION FRANCAISE —French Broadcasting System— in honor of NBC's 25th Anniversary, will broadcast half-hour variety program over NBC Radio, Sat., Nov. 17, 11:30 p.m. midnight. Linking NBC's Silver Jubilee, with 2000th anniversary of Paris, show will feature top-ranking French stars.

MONKEYING WITH TV

WTVR (TV) Richmond, Va., *The Women's Workshop*, conducted by Evelyn Black, played host recently to 53 lb. Barnum & Bailey gorilla, "Tony." Show went smoothly till Tony spotted himself in monitor and thought some big ape was trying to make a monkey out of him. Trainer Ruth White brought new TV star under control and show continued.

WOMEN DRIVERS

WHAS-TV Louisville *Potpourri*, Mon. through Fri., participating show beamed toward housewives has public service feature. Once weekly *Potpourri* hostess Louise Weiller interviews most courteous woman driver selected by Louisville Police Dept.

JOINT PROMOTION

WJMO Cleveland and W. T. Grant Co., department store, conducting one week contest for shoppers who must complete sentence: "I like to shop at Grant's because . . ." in 25 words or less. Entries judged by WJMO and winner receives $100 Defense Bond. Window displays and newspaper ads giving contest wide coverage.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

There's More SELL on . . . WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

NEW OFFICERS and directors of Michigan Assn. of Broadcasters meet with predecessors at Detroit meeting. Left to right: Lester Lindow, WFDF Flint; Edward Baughn (standing), WPAG Ann Arbor, retiring president; Daniel E. Jayne, WELL Battle Creek, new president; Don DeGroot, WWJ Detroit, vice president; Leonard Versluis, WLAV Grand Rapids; Robert Meskill, WCEN Mt. Pleasant. William A. Pomeroy, WILS Lansing, secretary-treasurer, not present when photo was taken.

MICHIGAN MEET

Radio Promotion Emphasized

STATEWIDE adoption of the radio cooperative project, "Wherever you go, there's Radio," was voted by the Michigan Assn. of Broadcasters at its Nov. 2-3 meeting held in Detroit.

Daniel E. Jayne, WELL Battle Creek, was elected president of MAB at the two-day session. The opening day had been devoted to legislative, spot sales and other problems [B•T, Nov. 5].

Don DeGroot, WWJ Detroit, was elected vice president and William A. Pomeroy, WILS Lansing, secretary-treasurer.

Three new directors were elected: Robert Meskill, WCEN Mt. Pleasant; Mr. Pomeroy and William Edwards, WKNX Saginaw.

Hal Neal, WXYZ Detroit, first chairman of the United Detroit Radio Committee, described operation of the cooperative idea. The most encouraging aspect of the campaign, he said, was the satisfaction obtained by participating stations in the results and the "positive thinking and fight" that had resulted in many radio quarters.

Edward Baughn, WPAG Ann Arbor, presided at the sessions as retiring president. The opening day's discussion included review of legislative activities, including successful sponsorship of a new libel bill restricting the responsibility of the broadcaster after exercise of due care. MAB is active in the problem created by a 3% state sales and use tax added to price of all equipment and supplies.

Robert Petronoff, WTTV (TV) Bloomington, Ind., described operation of a television station in a small market. James Ketchie, RCA, also went into the cost problem.

Joe Gentile and Ralph Binge, WJBK Detroit, entertained at the annual banquet. After the dinner delegates saw a special MAB "Radio in Michigan" show in the studios of WWJ Detroit. The show will be transcribed and broadcast by stations throughout the state. Later it will be translated and rebroadcast by Radio Free Europe. Theme of the program is "Count Your Blessings." It features interviews with displaced persons in Michigan. Delegates were taken on a tour of the new WWJ plant.

Sales panel was held Saturday morning. Hy M. Steed, WLAV Grand Rapids, said TV operations had not hurt AM revenue in the secondary market. Sales started to slip at first, he said, then "a determined effort by the sales staff brought them right back up." Mr. Jayne proposed a switch on the cooperative slogan to this version, "Wherever you go, sell Radio" and detailed a successful sales campaign on Christmas greetings from merchants.

Mr. Pomeroy said WILS is certain it can make music, news and sports programming so strong that it can compete against networks and TV. The station is dropping its MBS affiliation in December to expand local programming, he said.

Mr. Meskill said WCEN was taking advantage of local programming as the main advantage a small town station enjoys over big stations.

Les Beiderman, of Bunyan Network, told delegates that cost cutting is as important as an increase in sales. He suggested that research into "saturation" schedules would permit a station to find the most efficient number of spots per day with maximum results per spot.

SCHERER ELECTED

By Mich. AP Group

MEETING in Detroit as a part of the Michigan Assn. of Broadcasters convention, the Michigan Associated Press Broadcasters elected J. P. (Jake) Scherer, general manager of WHFB Benton Harbor, to be president for the next year. Thomas McMahon, news editor of WWJ Detroit, was named vice president and Ray Keiser, chief of AP's Detroit bureau, was appointed secretary-treasurer.

Named to the board of directors were Lester Lindow, WFDF Flint; Otis Hardy, WPAG Ann Arbor, and Jack Parker, WSAM Saginaw.

Announcement was made of a new trophy to be awarded to the AP station in Michigan "which has done the most outstanding job of supplying news to the state bureau." Donated by WFDF Flint, the trophy will be awarded on an annual basis, with any station winning it three times getting permanent possession.

Truman Names Gorrie

JACK GORRIE, nominated as chairman of the National Security Resources Board, was given a recess appointment by President Truman Oct. 30. The Senate failed to act on his nomination before it adjourned. Mr. Gorrie has been serving as acting chairman of NSRB, which handles censorship and other security planning for the government. Mr. Truman also announced the appointment of Edward T. Dickinson, one-time War Production Board and ECA official, as vice chairman of NSRB. He was associated with U. S. Steel Corp. from 1936 to 1942 and recently served as deputy in the Office of Secretary of the Air Force.

AIR MUSIC INC.

Field Makes Investment

MARSHALL FIELD'S Field Enterprises Inc., owner of WJJD Chicago, KOIN Portland, Ore., and KJR Seattle, has made "a substantial cash investment" in Air Music Inc., New York, it was announced fortnight ago.

Air Music, which operates under an exclusive franchise from Field's Functional Music Inc. of Chicago, furnishes voice-free background music to more than 400 subscribers in the metropolitan area. Clients include industrial plants, banks, insurance companies, hotels, stores, offices and restaurants.

Transaction—which calls for a stock purchase—has been in negotiation for some time and was ratified Oct. 29 by the Air Music Board. Fund received from the Field investment will be used, it was reported, on an expansion program already instituted by Air Music.

Substantial stockholders in the music distributing company include James N. Rosenberg, former FCC Chairman James L. Fly, W. G. H. Finch, Ben Schanzer, Judge Robert P. Patterson, and Mr. Wells.

IN WJPG'S GREEN BAY
(Retail Sales $195,379,000)
the way to sell easily, quickly, economically,
is

WJPG Green Bay, Wis.

The station that gives more people, more reasons to listen more often.

ASK the man who sells your product.

ASK any dealer who sells any product advertised on WJPG

or

ASK McGillvra, N. Y., CHI. for the most convincing story of local listener preferences, local radio influence.

WJPG radio is *a service* to a way above average area where *individual spendable income* is way above national and state averages.**

the radio service of WJPG The Green Bay Press-Gazette

** "Sales Management" survey of buying power by areas.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 48th St.,
New York 19

REUNION held by former WJR Detroit group at Michigan Assn. of Broadcasters meeting included (l to r): Paul Eichorn, WGRD Grand Rapids; John F. Patt, president of Goodwill Stations, of which WJR is a member; William Siebert, still WJR, and Charles Penman, WWJ Detroit.

CAUGHT IN CORNER at Michigan Assn. of Broadcasters meeting were (l to r): Fred Knorr, WKMH Dearborn; Lester Beiderman, Bunyan Network; John Wismer, WHLS Port Huron; Martin Giaimo, WJEF Grand Rapids; Harold King, WTTH Port Huron.

CBC INCOME

New Deficit Reported

CBC in its annual report for the year ending March 31, 1951, showed an increase of about 5% in commercial revenue from $2,366,400 to $2,463,344. Total revenue increased from $7,997,615 to $8,301,379, with income from license fees up from $5,481,488 to $5,571,991.

During the year, however, CBC had an operating deficit of $1,271,874 as compared to a deficit of $243,746 in 1949-50. The commercial department expenditures totalled $208,708, the equivalent of 2.2% of total expenditures. Commercial broadcasting revenue totalled 25.7% of total revenue.

The report on commercial operations showed three small stations added to the networks operated by CBC plus a new CBC-owned outlet at Windsor, CBE. About 60% of sponsored programs are reported to have originated in Canada, many of these on the French network. The remaining 40% and bulk of the English-language network programs originated in the U. S.

While there is no actual television in Canada, the CBC report dealt with construction of TV buildings at Toronto and Montreal, where first stations are to be erected. It also detailed the training and program planning being done by CBC in preparation for its TV operations.

Mentioned in the report is a survey made in connection with engineers of the Department of Transport on sources of interference with TV recention. Because the closest stations to Canada are in the Detroit area, interference tests were made at Windsor while some also were made on fringe reception at Canadian sites closest to Rochester and Syracuse. FCC engineers are understood to have attended some of these tests. CBC spent $106,184 on preliminary TV operations in the fiscal year.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

CBC PROMOTIONS

For Jennings, Dilworth

FIRST of a number of important changes in top executives of Canadian Broadcasting Corp., have been announced with the move of Charles Jennings, general supervisor of programs at CBC national program headquarters at Toronto since 1945, to assistant director general of programs. Ira Dilworth, general supervisor of CBC International Service since 1947 at Montreal, is moved to Toronto as director of program production.

In announcing these promotions, E. L. Bushnell, director general of programs at Toronto, stated they were intended "to strengthen the CBC's activities in the exploration and development of new ideas in both the planning and production of programs."

Mr. Jennings started as a 20-year-old announcer at the former CKGW Toronto in 1928. He freelanced for a number of years as commercial announcer and then joined the Canadian Radio Broadcasting Commission as announcer on its formation in 1933. He became chief announcer of CBC on its formation in 1936 and two years later moved to program department where he became supervisor of program planning in 1939 and general supervisor of programs in 1945.

Mr. Dilworth was a professor of English at the U. of British Columbia when he was appointed British Columbia regional representative of CBC in 1938. From there he moved to Montreal to supervise programming of the CBC International Service, which is part of Canada's External Affairs department and now broadcasts programs in 14 languages from a number of 50 kw transmitters at Sackville, N. B.

AUTO ADS

Herbert Promotes Radio Before Texas Group

JOHN K. HERBERT, NBC vice president in charge of radio sales, told a group of automobile dealers in Houston Nov. 3 that he couldn't understand why auto manufacturers don't "monopolize the air" on Sunday afternoons in particular to reach the vast numbers of Sunday drivers.

Noting that 19 million car radios in the country provide a "terrific bonus audience" aside from home listeners, he cited the customary Sunday afternoon upsurge in driving: "What a terrific time to reach a prospect. When is a man more interested in his car than when he is out driving it? . . . What other medium gives your advertising to your best prospects when they are most interested in what you've got to sell—and doesn't even charge you for it?"

Mr. Herbert addressed the Texas Automotive Dealers Assn.

He told the group that "radio not only sells—it sells at minimum cost in the national field just as you have proved to yourselves that it is your cheapest salesman locally."

Network radio, he said, is the cheapest, most complete and most effective "preparation" for local sales effects. "National advertising," he explained, "is the extension, the background, for the punchy local advertising that clinches sales."

Mr. Herbert pointed out that "about two-thirds of all radio sets are in places where no TV receivers are available and 44½% of them operate in places where newspapers and magazines are not commonly read." He said the average network radio evening sponsor buys listeners at the rate of four for a penny—or $2.23 per thousand—in addition to reaching listeners that other media do not.

He described national advertising as "the teaser that creates the curiosity on which you develop prospects," and as the vehicle for "the prestige behind the sales punch," providing "the day-to-day impact on the public's mind that makes it first realize and then accept as a fact the basic arguments that relieve the salesmen facing the prospect of the necessity for elementary explanation . . ."

Opens Chicago Office

HARRY J. DALY, Washington, D. C., radio attorney, has announced the opening of an associated office in Chicago with the law firm of Downs, Johnson & Zahler, 135 S. LaSalle St. Mr. Daly has practiced law for 21 years, 15 of them before the FCC.

WKYB

IN

PADUCAH

Kentucky

joins NBC on

NOVEMBER 15, 1951

570 kc. 1,000 w. day

500 w. night

Represented by

THE JOHN E. PEARSON CO.

Feature of Week

(Continued from page 18)

proud of the showing but hopes to do even better next time. Among station staffers who took part were Tom Paxton and Danny Williams, announcers, and Prissy Thomas, women's director.

Further north, WLAW Lawrence, serving Greater Boston for ABC, united its efforts with those of Sammy Kaye, orchestra leader, who airs *Sylvania Sunday Serenade* for WLAW listeners in the area. A booth was set up on Boston Common during the five-day period Oct. 22-26, the station broadcasting appeals with 15-minute interviews daily, plus other features.

Quotas were filled in the Central Florida area highlighted by WORZ Orlando (NBC affiliate) programming saturation announcement schedule giving time and place of donor locations. In addition, station interrupted network programs, spotted others, with calls for blood. Campaign was begun one week ahead of Blood Donation Day and more than 50 appeals were aired in two days.

Other stations in Orlando used weekend news programs to publicize the event, broadcasting about 50 spots each. These spots plus newspaper promotion resulted in three times as many donors as could be handled turning out.

WWDC Washington designated Oct. 27 as Blood Donor Day and then went all out to get the donors. More than 125 persons donated blood en masse. Each was interviewed by staffers. At the same time, 65 persons — the entire WWDC staff—contributed a pint of blood with a different staffer at each Red Cross center that day.

In New York, more than 2,500 employes of the Long Lines Dept. of AT&T, more than a quarter of the personnel in the department, gave blood to the first Red Cross bloodmobile operated under joint union-management.

At NBC, officials and employes, led by Sylvester L. Weaver Jr., vice president in charge of television, began a two-day participation in the blood drive. More than 350 employes pledged. Among executives were Mr. Weaver and Robert Montgomery, NBC-TV producer.

Also reporting were WNJR Newark [B•T, Oct. 22], KNX Hollywood, KLRA Little Rock, Ark., KNUZ Houston and WMMN Fairmont, W. Va. [B•T, Oct. 29].

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360 N. Michigan Ave., Chicago 1, Ill.

PRATT, KAN. OUTLET

Proposed to Be Granted

INITIAL DECISION proposing grant of an AM outlet to Pratt (Kan.) Broadcasting Co. for 1570 kc with 250 w daytime was issued by FCC Hearing Examiner Fanney N. Litvin last week.

A question of interference between the proposed Pratt station and KVGB Great Bend, Kan., was resolved in favor of the applicant because the new station would be first local outlet in Pratt (nearest station now 50 miles away), and it would furnish the first primary daytime service to business and commercial areas of the city, and the second primary service for residential areas. In addition, in the rural areas where interference between the Pratt station and KVGB would result, there is already primary service from a number of stations, the examiner found.

Partners in Pratt Broadcasting Co. are Clem Morgan and Robert E. Schmidt. Mr. Schmidt is manager of KAYS Hays, Kan. The application has been pending more than two years. After being filed Oct. 20, 1949, the FCC in November 1950 found it could not issue a grant without a hearing which subsequently was held last April.

Canadian Survey

PLANS for a 1952 survey of coverage of Canadian broadcasting stations by Bureau of Broadcast Measurement, Toronto, is now nearing completion. Research organizations in the U. S. and Canada have been notified of specifications of survey. This will be BBM's fifth survey and will be taken early in 1952. Past surveys have been made in March of each survey year. The 1952 survey report is expected to be ready for distribution by midsummer.

FCC actions

NOVEMBER 2 THROUGH NOVEMBER 8

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KNBR North Platte, Neb.—Mod. CP as mod. new AM station for extension of completion date.

KWPC-FM Muscatine, Iowa—Mod. CP as mod. new FM station for extension of completion date.

License for CP

WTRW Two Rivers, Wis.—Lic. for CP as mod. new AM station.

CP Amended

KGPH Flagstaff, Ariz.—CP to change from 1230 kc to 1420 kc, increase power from 250 w to 1 kw-D 500 w-N, etc., AMENDED to change name of applicant to Frontier Bcstg. Co.

License Renewal

Following stations request renewal of license: WGCD Chester, S. C.; WAKE Greenville, S. C.; WKLV Blackstone, Va.; WJAC-TV Jacksonville, Fla.; WHBF-TV Rock Island, Ill.; WOC-TV Davenport, Iowa; WNAC-TV Boston; KSTP-TV St. Paul; WDAF-TV Kansas City; KSD-TV St. Louis; WNBF-TV Binghamton, N. Y.

November 5 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KTRB Modesto, Calif.—Granted petition to amend application to make change in DA which will result in decreasing population within blanket area, and for removal of application, as amended, from hearing docket; dismissed request for grant without hearing.

WHUN Huntingdon, Pa.—Granted petition for continuance of hearing from Nov. 13 to Jan. 14, 1952, in Washington, in proceeding re its application.

WMT Cedar Rapids, Iowa—Granted petition for late acceptance of its notice of intention to participate in oral argument on exceptions to Initial Decision filed in proceeding re applications of Afro-American Broadcasting System, Inc., Hopkins Park, Ill., and that of WDZ Decatur, Ill.

WLEA Hornell, N. Y.—Granted petition to amend application to make changes in proposed DA, and to reduce height of proposed tower to 154 feet.

Winnebago Broadcasting Co. Rockford, Ill.—Granted request for dismissal of petition for authority to take depositions filed Oct. 24, in proceeding upon applications of North Shore Broadcasting Co. Inc., Evanston, Ill., and George Basil Anderson, Rockford, Ill.

Chief, Broadcast Bureau — Granted petition for extension of time from Oct. 31 to Nov. 7 in which to file exceptions to Initial Decision released in proceeding re petitions of Matheson Radio Co., WHDH Boston, Mass.

By Hearing Examiner Elizabeth C. Smith

WVOP Vidalia, Ga.—Ordered further hearing in proceeding re application be commenced Dec. 4, in Vidalia, Ga.

By Hearing Examiner Fanney N. Litvin

Radio Corporation of Toledo, Toledo, Ohio—Granted petition to amend application to make changes in horizontal pattern of proposed operation in order to show corrected values of computed signal for each degre of azimuth angle.

The Toledo Blade Co. Toledo, Ohio—Granted petition to amend application to show more clearly, by use of expanded scale, maximum expected operating value (MFOV) at night in direction of CFOS Owen Sound, Ontario, Canada, and to reflect an extension of MEOV in direction of CFOS service area.

November 6 Decisions . . .

BY THE SECRETARY

WMFS Chattanooga, Tenn.—Granted license AM station, and specify studio location, 1260 kc 1 kw day.

WSVA-FM Harrisonburg, Va.—Granted license FM station, 100.7 mc (Ch. 264) 7.2 kw, ant. height 345 ft.

WCUM-FM Cumberland, Md. — Granted license FM station, 102.0 mc (Ch. 275) 1.3 kw, ant. height minus 6 ft.

WGBS-FM Miami, Fla.—Granted li-

MEXICAN STATIONS

FCC Receives Changes

LATEST changes in Mexican stations' operating assignments have been reported by the FCC, following notification from Mexico under provision of the 1941 North American Regional Broadcasting Agreement. Changes reported (with probable commencement dates in parenthesis) are:

XEY Celaya, Guanajuato, new Class IV station, 1 kw day, 250 w night, 1360 kc fulltime (April 1, 1952).

XELW Guadalajara, Jalisco, increase in day power from 250 w day to 1 kw day, 250 w night, on 1340 kc, Class IV (Dec. 1).

XERX Salamanca, Guanajuato, change in frequency from 970 kc to 1560 kc, 500 w day, Class III-B (immediately).

XEFS Guernavaca, Moreles, change in call letters from XEY, 1420 kc (before April 1, 1952).

SERVICE DIRECTORY

Custom-Built Equipment
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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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Everett L. Dillard, Gen. Mgr.
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KANSAS CITY, MO.

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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
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Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
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Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
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WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

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WASHINGTON, D. C.

JOHN CREUTZ
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Member AFCCE

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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

ense FM station, 96.3 mc, (Ch. 242) 1.58 kw, ant. height 80 ft.

KONO-FM San Antonio, Tex. — Granted license FM station, 92.9 mc, (Ch. 225) 4.4 kw, ant. height 90 ft.

WXRT Chicago, Ill.—Granted request to cancel CP and dismiss pending applications.

WLVA-FM Lynchburg, Va.—Granted CP to make changes in FM station, change ant. height above average terrain from 2040 ft. to 2060 ft.

WRBL-FM Columbus, Ga.—Granted mod. CP for extension of completion date to 2-1-52.

KWPC-FM Muscatine, Iowa—Granted mod. CP for extension of completion date to 3-1-52.

WRBI Blue Island, Ill.—Granted mod. CP for extension of completion date to 1-1-52.

Extended the following licenses to Feb. 1, 1952:

WMSC Columbia, S. C.; WMRO Aurora, Illinois; WKLV Blackstone, Va.

Following granted mod. of CPs for extension of completion dates as shown:

KLX Oakland, Calif., to 5-13-52*; KMLW Marlin, Tex., to 3-1-52; KALE Richland, Wash., to 12-31-51*; WKVM Arecibo, P.R., to 11-15-51*; KPPC Pasadena, Calif., to 5-5-52; WIUC Urbana, Ill., to 5-15-52; WROW-FM Albany, N. Y., to 5-25-52; WPEN-FM Philadelphia, to 12-21-51.

* Conditions.

November 6 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KEPO El Paso, Tex.—Mod. CP as mod. authorizing power increases, DA changes, etc., for extension of completion date.

KRON-FM San Francisco—Mod. CP as mod. new FM station for extension of completion date.

WNJR-FM, N. J.—Same.

License for CP

WKIN Kingsport, Tenn.—License for CP as mod. authorizing new AM station.

KTSA-FM San Antonio, Tex.—License for CP as mod. authorizing new FM station.

November 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WABA Aguadilla, P. R.—Mod. CP as mod. new AM station for extension of completion date.

WSNS (FM) Sanford, N. C.—Mod. CP as mod. new FM station for extension of completion date.

License for CP

WRFC Athens, Ga.—License for CP authorizing change in operating hours and new DA-N.

WFAK Memphis, Tenn.—License for CP as mod. new AM station.

CP for CP

KFST Ft. Stockton, Tex.—CP to replace expired CP as mod. new AM station on 860 kc 250 w D.

AM—1430 kc

WOKE Oak Ridge, Tenn.—CP to change from D to fulltime, 1 kw DA-N.

License Renewal

Following stations request renewal of license: WTND Orangeburg, S. C.; WMSC Columbia, S. C.; WMAR-TV Baltimore; KBTV (TV) Dallas; WCBS-TV New York; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton, Ohio; WLWT (TV) Cincinnati; WXEL (TV) Parma, Ohio; WAGA-TV Atlanta; WJBK-TV Detroit; WSPD-TV Toledo; WBAL-TV Baltimore; KTTV (TV) Los Angeles; WMCT (TV) Memphis; WTCN-TV Minneapolis; KPHO-TV Phoenix; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WFIL-TV Philadelphia; WCAU-TV Philadelphia; WDSU-TV New Orleans; WJIM-TV Lansing, Mich.; WTAR-TV Norfolk, Va.

Application Returned

KGAE Salem, Ore.—RETURNED application for mod. CP new AM station.

Application Dismissed

Grandwood Bestg. Co., Grand Rapids, Mich.—DISMISSED application new TV station at request of applicant.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—*$2.00 minimum* ● Help Wanted, 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* ● Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages submitted, $100 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

North midwestern station needs following personnel: Three experienced announcer - engineers ($300-$400) per month. Program director ($350). Salesmen (15%). State all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, BROADCASTING.

North Carolina station needs 3 engineer-announcers salary $75.00 week 48 hours, time and half overtime plus talent. 2-engineers with first class ticket (no experience necessary) 3-straight experience announcers. 1-experience salesman. Positions must be filled on or before November 20th. Write Box 463L, BROADCASTING giving all details. All replies held strictly confidential.

Managerial

Commercial manager with proven sales experience and background of sales management. Want a man with ability in station promotion and with sales ideas that will develop into sales. Position will pay well with salary, percentage and override to right man. Major network affiliate in Pacific northwest. Excellent future for energetic man. Send complete history in first letter, experience, past earnings, salary expected, references and personal habits. Car required. If you want to live in the Pacific northwest and have the qualifications, write Box 349L, BROADCASTING.

Wanted: Commercial manager of experience and ability on contract which should yield $7,000 to $10,000 annually. 250 watts power. 70,000 population. South. Address reply Box 400L, BROADCASTING. Send references and photograph, personal data first letter.

Salesman

Salesman, preferably with small market experience, who desires to work for only station in city of 50,000. Fine opportunity for man with ideas and sales ability. Announcing experience helpful but not essential. State, age, experience, education, marital status, salary requirement. Box 431L, BROADCASTING.

Salesman-announcer for southern network station. Must have experience in sales. Car necessary. Only station. Established accounts. $50 per week plus 15% commission. Send complete details. $600 per month possible. Box 472L, BROADCASTING.

Experienced salesmen, announcer, engineers for new AM Broadcasting station. Excellent opportunity. Box 481L, BROADCASTING.

Sales representative, assistant sales manager. Top network affiliate, southern New York state. Young, aggressive family man seeking solid future, radio-TV. Salary, commission. Immediate assignment approximately one-third active accounts. Every benefit, retirement plan. Confidential. Box 500L, BROADCASTING.

Announcers

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 367L, BROADCASTING.

Announcer wanted for AM-TV station in midwest city, population over 100,000. Must be versed in all phases, with emphasis on commercials, at least 3 years experience. Send tape and letter to Box 414L, BROADCASTING.

Upper Michigan station desires staff announcer. One year experience. Send letter and disc or tape. Box 418L, BROADCASTING.

Help Wanted (Cont'd)

Announcer, experienced, although exceptional ability may compensate for experience lack, single, interested in exceptional opportunity with rapidly expanding organization. Send experience, age, education, salary requirements, photo and audition disc immediately. Box 432L, BROADCASTING.

Announcer-engineer needed by CBS outlet in the southwest immediately, send complete information to Box 456L, BROADCASTING.

We'll talk turkey to two announcers with first phone tickets. Midwest station now enlarging, four hours from Chicago. All replies answered. Box 475L, BROADCASTING.

Announcer-salesman needed immediately by CBS outlet in southwest. Send full particulars to Box 483L, BROADCASTING.

Staff announcer for leading southern independent. Above average salary and working conditions. Secure future for man qualifying. Send picture and audition with straight and disc jockey work. With first letter. Replies confidential. Box 491L, BROADCASTING.

Immediate opening, announcer, copywriter. Good salary for the right man. 1 kw daytimer, upstate New York. Please submit background, disc, sample copy, salary requirements and photo. Box 496L, BROADCASTING.

Announcer-newsman, who can write local news. Send tape and resume to KBOE, Oskaloosa, Iowa.

Wanted. Personality man who can sell time. Must be able to call on advertisers and sell. Write or wire Ted Nelson, KVER, Albuquerque, New Mexico. Do not send audition discs or other returnable material.

Wanted: Announcer, opportunity for advancement for man with versatile, good selling voice. Small congenial staff. Owner is manager. Selling not required but will pay 20% commission on all sales. Starting salary $65.00. WKUL, Cullman, Ala.

Good announcer-copywriter wanted immediately by 5000 watt CBS affiliate. Must be experienced newsman. Send all details including salary requirements with disc or tape to KFBB, Great Falls, Montana.

5000 watt ABC affiliate needs capable announcer. Salary $65—40 hours, excellent working conditions, adequate housing available. Send photo, references, etc., first letter. Also tape or disc for audition. Charles Price, KMLB, Monroe, Louisiana.

Morning man needed at once. No prima donnas. Contact Jack Thomsen, KROS, Clinton, Iowa.

50,000 watt CBS affiliate needs a staff announcer with a deep good quality voice. Must be stable and congenial. Send letter outlining background and furnish reference. Also send recent photo. Also send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply to KWKH, Shreveport, Louisiana.

Immediate opening, announcer with desire to assume responsible position with small but progressive station with small but happy staff. Opportunity for creative work and assignments in other phases of station operation. Call, wire or write qualifications, references. KXAR, Hope, Arkansas.

Wanted: Hillbilly disc jockey who can call on advertisers and sell show. Do not send audition discs or other returnable material. Write Ted Nelson, KVER, Box 1388, Albuquerque, New Mexico.

Help Wanted (Cont'd)

Maine's first station wants at once, due to draft and expansion program, two announcers. One must be able to do football, baseball, basketball and boxing play-by-play as well as all-round announcing. The other must be a strong news and commercial announcer plus all-round ability. We will consider only men currently in the New England area. Final audition must be in person. Send background and audition disc or tape immediately to Richard Bronson, Program Manager, WABI, Bangor, Maine.

Wanted: Experience staff announcer, must be familiar with RCA board. $65.00 for 48 hours, send audition, character references, photo WDLP, Panama City, Fla.

Combination announcer-engineer for morning shift. Accent on announcing. Engineering experience unnecessary. Salary $75.00 for 40 hours. WJEH, Gallipolis, Ohio.

Experienced staff announcer needed immediately, salary depended upon your experience. Send disc, letter, telephone number Cal Mahlock, WKJG, Fort Wayne, Indiana.

Announcer with console board experience, parttime sales if desired, WKTY, LaCrosse, Wisconsin.

Wanted: Announcer-engineer, will pay $65.00 to $75.00 to right man with selling voice, congenial small staff, owner-manager. Excellent living conditions. Selling not required but will pay 20% commission on all sales, WKUL, Cullman, Ala.

Announcer, staff, DJ, some news. Send disc, photo, WMGW, Meadville, Pennsylvania.

Announcer, experienced all-round staff man for AM-TV station. Excellent working and living conditions. Send disc, photo, background and minimum salary. WOOD, Grand Rapids, Michigan.

WOOF, 5000 watt station Dothan, Alabama needs two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Announcer, first phone immediately. Contact Manager, WPOE, Elizabeth, New Jersey.

Announcer-engineer, first phone, ideal working conditions. Good pay. WSNS, Wilrik Hotel, Sanford, N. C.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

Wanted. Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Wanted: Experienced combination engineer and announcer. Good working conditions. Indiana. Box 403L, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Wanted: Experienced engineer who has ability to supervise entire radio plant. Must know how to delegate work and teach subordinates. Good working conditions. Midwest station adequately financed. Good future. Box 404L, BROADCASTING.

Help Wanted (Cont'd)

Chief engineer. 1 kw Michigan directional. Net affiliate. RCA equipment. Good working conditions. References. Immediate opening. Box 460L, BROADCASTING.

Just out of school? Well here's an opportunity to join a good network affiliated Rocky Mountain west station. Immediate opening for engineer-announcer. Send disc, photo and particulars to Box 411L, BROADCASTING.

Immediate opening, chief engineer-announcer. 1 kw upstate New York daytimer. Top salary to the right man. Also, straight engineer. Complete details and disc please. Box 497L, BROADCASTING.

Engineers and combo men needed net and local stations augment staffs. 40-hour week and talent. Will train. Air mail, Engineer, Box 867, Morgantown, W. Va.

Wanted at once, engineer first phone, write or wire chief engineer KROS, Clinton, Iowa.

First class engineer. No experience necessary. Suburban Chicago. Contact WEAW, Evanston, Ill.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Wanted engineer, AM and FM NBC affiliate WKPT, Kingsport, Tennessee.

We seek permanent transmitter engineer. Experience secondary to character and ambition. Car necessary. Contact Harold White, WKTY, La-Crosse, Wisconsin.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Wanted, engineer with first class license. $50.00 for 40 hours, time and a half overtime. Contact Radio Station WVOT, Wilson, N. C.

Production-Programming, Others

Where 'n Sam Hill are all the copywriters! Good job, good pay, good station. Good deal for good man. Come on, fellas: Samples, background data to Box 218L, BROADCASTING. You want to get ahead in the world, don't you?

Farm editor progressive Iowa station. Rush photo, disc, full information first letter. Box 351L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Situations Wanted

Managerial

20 years broadcasting experience. Last 14 as manager. Age 40. Available now. Box 390L, BROADCASTING.

Successful manager available to California station. Proven record with sound policies that pay off. Box 466L, BROADCASTING.

Manager-sales manager now employed commercial manager 1000 watt network seeks connection community under 30,000. 20 years background radio-newspaper sales and experience opening three stations. Versed administrative, sales, promotion, programming, continuity. Prefer midwest consider other areas. Available two weeks. Offer mature judgment, economical operation, host ideas. Let's get acquainted. Box 484L, BROADCASTING.

General and commercial manager with background of success is ready for large operation. Young but draft free (3 years, W.W. II). Came up thru announcing and programming. Now managing money making station and doing heavy part of selling. Owner believes I'm ready for bigger job and will be my best reference. Dick Sutter, WCRA, Effingham, Illinois.

Salesman

18 years selling and servicing radio accounts. Sales record on request. Desire permanent job with station doing above. Married, daughter. Box 494L, BROADCASTING.

Situations Wanted (Con't)

Announcers

Newscaster, 2½ years experience, including 2 years 5000 watt CBS affiliate, currently employed network newsroom. Seeks return to broadcasting. Box 386L, BROADCASTING.

Announcer: Two years experience, know music and sports, can write. Single, vet, easterner, available immediately. Box 438L, BROADCASTING.

Announcer available. Want upper midwest. 2½ years experience. Draft exempt. Box 450L, BROADCASTING.

Announcer/newsman/writer. Trained but inexperienced. College grad, affable, good appearing, veteran. Will travel. Disc on request. Box 455L, BROADCASTING.

Experienced sportscaster, specialty basketball, staff, DJ, available immediately. Draft exempt. Box 457L, BROADCASTING.

Announcer, veteran, draft exempt, single and 3½ years experienced all phases. Operate console, play-by-play sports. Morning man. $75 for forty hours no split shift. Available on trial basis. Box 458L, BROADCASTING.

Five years announcing. Accent on commercial delivery, newscasting, production shows. Draft exempt. Connecticut-New York preferred. Disc, photo. Box 461L, BROADCASTING.

Seven years experience all phases announcing, news, board, sports, writing, two years program director. Best references. Member Kiwanis International. Send full particulars. Box 464L, BROADCASTING.

Announcer, thoroughly trained in radio, television and film. Show business background. DJ and program creation ability. Tape available. Box 469L, BROADCASTING.

Announcer, colored, mass appeal, promotional ideas. I can sell. Box 473L, BROADCASTING.

Announcer, four years experience, general. N. B. C. trained, college, family man. Box 474L, BROADCASTING.

Who needs a top, young, draft exempt announcer - newscaster, disc jockey? Experienced, now working, available for audition. Desire staff within fifty miles of N. Y. C. Have first phone license. Box 476L, BROADCASTING.

Oui, messieurs! Announcer-record librarian, three years free-lance. Master's Degree. Can handle continuity, news, DJ in English, French, Spanish. Experienced running board, programming and scripting music shows. Professional library training plus several years experience, would prove invaluable to progressive operator. Presently employed by UN; desire switch to radio field. Box 485L, BROADCASTING.

Announcing job, 6 months experience; staff. Work board, write copy. Want disc, local news programs. Prefer midwest, south. Married, one child, veteran. Tulane journalism grad. Box 486L, BROADCASTING.

Experienced announcer. Commercials, news, DJ. Eastern shore. All replies carefully considered. Box 493L, BROADCASTING.

Morning man, eight years experience as announcer, DJ, one year as PD, now employed, wants steady position in larger city. Best references, $100.00 minimum salary. Box 498L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Harry F. Callson, 302 S. 55 Ct., Cicero, Ill.

Announcer-MC. Recent college graduate, 25, vet, single. Strong on music, news and sports. Good ad lib. Tom Quain, 196 Wyoming Avenue, South Orange, New Jersey. SO. 2-4733.

Announcer, attended D.M.S.R.A., Hollywood and RCA Institute, New York City. Board experienced, single, recording either tape or disc available. Leeds Schofeld, 33-40 81st Street, Jackson Heights 72, New York.

Play-by-play sportscaster, experienced college football, basketball, professional baseball. Newscaster, staff announcer. Presently employed college football. Experience ranges 250 to 5 kw. Interested permanent position, progressive station, offering better opportunities. Single, veteran, 26. College graduate. State salary. Bill Wright, 243 Lenoir Avenue, Wayne, Penna.

Situations Wanted (Cont'd)

Technical

Engineer: Four years experience AM/FM, combo, nemos, recordings, construction, maintenance. Present chief kw. Available January. Box 386L, BROADCASTING.

Experienced chief, interested relocating. Ten years in radio. Box 396L, BROADCASTING.

Chief engineer, twenty years experience maintenance, construction, also TV service experience. Family, references. Good record as chief. Box 424L, BROADCASTING.

Desire position as chief engineer regional station. Seventeen years experience all phases construction, maintenance and operation including 50 kw. More than 15 years with present employer, but desire change. Box 442L, BROADCASTING.

Present chief engineer 10 kw station wishes to relocate. 10 years experience in all phases, AM, FM, TV and radar, both factory and broadcast engineering, also instructing. Best of references. Married, have car. Give full details first letter. Box 459L, BROADCASTING.

2nd phone, preparing for first. Graduate radio-TV. Handy, willing. Box 470L, BROADCASTING.

Experienced studio-mixer, transmitter maintenance, first phone, young, draft exempt, also combo announcer-disc jockey. Now working, desire locate within fifty miles of N. Y. C. Box 477L, BROADCASTING.

Engineer, 1st phone. 1½ years experience AM and FM. Prefer northeast. Married, draft exempt. Car. Notice. Box 482L, BROADCASTING.

Transmitter operator, ten years experience. Paul Graves, 73 Court Street, Augusta, Maine.

Combination engineer-announcer, 24, family man, 1 year experience. Good references, prefer Washington, Oregon or Idaho. Howard McDonald, Box 206, Zillah, Wash., Phone 2781.

Engineer seeking permanent position with solid operation. 15 months combination, 11 months transmitter board work. Will consider either. Family, 4-F. Due to man returning from service will be available in December. Excellent recommendations, employer paying for this ad. If your paymaster acknowledges the high cost of living and pays accordingly for good work, contact Sam Potter, WPFB, Middletown, Ohio.

Production-Programming, Others

Copy-continuity-jingle writer (free lance). Outstanding air credits for 29 4A agencies. Moderate rates. Write Box 309L, BROADCASTING.

Experienced, draft exempt newsman. Capable in all phases of news work. Can handle staff duties. Permanent position desired. Have B. S. Degree in Radio Journalism. Box 435L, BROADCASTING.

Woman commentator, 15 years experience. Capable writer, public relations representative. Familiar all types accounts. Good voice, appearance. Desire position on progressive station offering good opportunity. Now employed, could leave soon after notice. Tell me your proposition. Box 462L, BROADCASTING.

Sales service, research, programming, radio, television network. Desire position advertising agency or station. College graduate, married, age 29. Prefer midwest or southwest. Box 478L, BROADCASTING.

Copywriter, recent college graduate wants experience. Can someone help him? Southwest preferred. 22, draft exempt. Box 480L, BROADCASTING.

Program director-announcer, married, veteran, non-reservist, non-draft, sober, reliable, handle all phases broadcasting, including sales, all replies considered. Box 485L, BROADCASTING.

Program director-announcer, 33, five years background, California station preferred. Box 487L, BROADCASTING.

Assistant to program director. Have two excellent low cost production programs, suitable for small stations, TV or radio. Any offers? Box 495L, BROADCASTING.

Situations Wanted (Cont'd)

Tower painting wanted—very reasonably priced, fully insured, first class brush job guaranteed, references furnished on request. For further information write to the Refseth Steeple Jack Service at Marshall, Minnesota.

Television

Salesmen

I am from "the old school." No coffee drinker, I just pound the pavement all day long. Presently employed AM. Box 453L, BROADCASTING • *TELECASTING.*

Technical

Recent S.R.T. graduate looking for position in small TV station. Have TV and radio servicing background and some knowledge of film and movie cameras. Veteran, age 28. Photos on request. Box 465L, BROADCASTING • *TELECASTING.*

Production-Programming, Others

TV, assistant director, floor manager, television workshop graduate, willing travel, single, 28. References. Box 471L, BROADCASTING • *TELECASTING.*

For Sale

Stations

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which choice of three affiliations has become available. Box 258L, BROADCASTING.

1000 watts. Ideal southwestern city. Well staffed. Good proposition for right party. Need $15,000. Box 451L, BROADCASTING.

Equipment etc.

100 crystal controlled FM receivers complete with supersonic controls. Suitable for leased music or store broadcasting use. Will show you how to make money with them. Box 479L, BROADCASTING.

Brand new 5 kw transmitter, Collins type 21-B, in original crates. Never uncrated. Two sets tubes. What do you bid? Box 492L, BROADCASTING.

Complete equipment for FM station. GE type BY-4-B 4 bay antenna. Gates BF-10-D 10 kw. Transmitter, GE BM-1-A station monitor, 700 feet Andrew 3⅛" coaxial cable and other necessary equipment. Contact WTTH, Port Huron, Michigan.

For sale. Kay Mega—match model 1 purchased new in 1948. Used very little. Excellent condition. Price $550.00. Andrew Corporation, 363 E. 75th St., Chicago 19, Illinois.

106-ft. Truscon steel roof-type antenna; 2-section RCA pylon equipped with C.A.A. lighting; and power cable. Priced $1500.00 or best offer. Aurora (Ill.) Beacon-News.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with strong potential. Network or independent considered. Box 352L, BROADCASTING.

Wanted—Local or regional network station eastern seaboard city over 25,000. Ready cash and quick action for attractive property. Confidential. Box 452L, BROADCASTING.

Equipment, Etc.

I wish to purchase 152 foot tower, 12 sheets ground screen also ground copper wire, 600 feet quacks line. This is urgently needed, so kindly rush same forward at once. Box 468L, BROADCASTING.

Wanted 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 488L, BROADCASTING.

Wanted—2 RCA Universal pickup kits, type M I-4875G or equivalent. KREM, Spokane, Washington.

Wanted to Buy (Cond't.)

Coaxial cable, 360 feet in 20 foot sections, 1⅝" diameter, 51 ohm. WAUG, Bonair Hotel, Augusta, Ga.

Miscellaneous

Anyone knowing the whereabouts of Gregory Randolph Hershey is asked to contact Ed Cooney, KOPR, Butte, Montana.

Help Wanted

Salesmen

TRANSCRIPTION SALESMAN WANTED

Experienced man to specialize in selling two leading daytime serials. Prefer man having advertising agency background and selling experience with daytime serial advertising. Liberal drawing account against commission. Reply Box 501L, BROADCASTING.

Announcers

COMBO MAN
wanted

Must be strong on announcing. Must be qualified to serve as our Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager.

KLMR, Lamar, Colo.

WOOF *5000 watt station dothan, alabama*

NEEDS

two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

Situations Wanted

ATTENTION
EQUIPMENT MANUFACTURERS
and/or
ET PROGRAM PRODUCERS

Well known broadcaster with valuable station contacts interested in acting as west coast representative.

BOX 467L, BROADCASTING

Managerial

STATION MANAGER
20 years experience

Not a swivel chair manager but one who is a leg-man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years. Write Box 365L, BROADCASTING.

Technical

AGAIN AVAILABLE TO
West Coast Stations

Consultation on Management, Sales, Production, Personnel, and Public Relations.

Personal Surveys producing Fast Results. Write, wire, or phone.

JIM OLIVER

Box 3352, Carmel, California

Phone Carmel 7-3674

For Sale

Equipment, etc.

FOR SALE

Western Electric 504B-2 three kw FM xmitter-crystal for 92.5 MC. Lennox blower used with above. Western Electric 5A FM frequency and modulation monitor—crystals for 92.5 MC. This equipment in use slightly over 3 years, and in good operating condition. Also special transmitting dipole antenna for 92.5 MC made by Workshop Associates —will handle 3 kw—with app. 50 ft. of RG-x17/U flexible coax. WHAV, Haverhill, Mass.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER

TV & Radio Management Consultants

726 Bond Bldg., Washington 5, D. C.

TELEVISION
Sound film studios

Sound proof stage 600 AM 3 phase power. Separate rooms for projection, screening, cutting shop, dressing, lounge, office and storage.

H. K. Goodkind
155 East 40th St., New York, N. Y.
MU 6-1970

GENERAL Electric Co., Syracuse, announced it will supply the U. S. Signal Corps with microwave radio-telephone equipment to improve Army communications system abroad. Service will also provide reserve communication facilities in this country.

Open Mike

(Continued from page 16)

tragic fate of commercially dominated AM radio." This refers to the failure of radio as an educational medium. Nothing in the brief had anything to do with radio as an entertainment medium. It was stated simply, "we recognize the contribution of the present system of broadcasting"—which is hardly a demand for Bach fugues and Chekhov dramas as your editorial implies. Millions of Americans wish to listen to a lot of other things and we shall continue to insist on their right to hear the other things without being dragooned into spoonfeeding the custodians of culture.

Further acknowledgment was made that AM radio in its programming has recognized some of the need for general religious education. Since radio efforts to satisfy the need have not been overwhelming, our own praise of radio's role was limited. Nevertheless it was given.

A commercial system of broadcasting has merits; it also has shortcomings. The method eliminating some of its shortcomings while preserving its merits was the subject of the brief.

The Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A. believes that radio and television are great media for education, among the greatest the world has known. Most commercial broadcasters agree with us.

The disagreement lies in the area of the allocation of available channels. Commercial broadcasters believe that television channels should be used exclusively for entertainment purposes and for such educational purposes as commercial broadcasters may seek to engage in.

We believe that at least some of the TV channels should be set aside for educational purposes exclusively, and that the two systems should live side-by-side. Does that sound, as your editorial implies, like a demand that radio "direct its attention exclusively to the sophisticates in our society?"

My conclusion, as stated in the brief, is simply this: "It has been our experience in radio, and thus far in television, that commercial broadcasters will not—and possibly cannot—concern themselves with the special needs of the American people for education and information. It is therefore necessary that provision be made for these educational needs to be met."

Ronald Bridges
Executive Director
Broadcasting & Film Commission, Nat'l. Council of the Churches of Christ in the U. S. A.

[EDITOR'S NOTE: The writer of the editorial read all 3,000 words of Mr. Bridges' brief before the editorial was written, still believes Mr. Bridges did not prove or even adequately argue that the fate of AM radio has been tragic. Our point was and is that too many such empirical statements have been made by those supporting reservation of educational TV channels. Mr. Bridges' letter is a welcome interpretation (and amplification) of his original brief.]

* * *

WORZ APPEAL
Funds to Aid Baby

AN 18-month-old Florida boy has been given a chance for life—thanks partially to a successful appeal for funds by WORZ Orlando.

The baby, Rodney Lynn Berkheimer of Orlando, had been bleeding steadily for three weeks despite efforts of local doctors to stop the flow. He reportedly was suffering from an unusual type of hemophelia. His parents sought a way to get him to the New York Hospital transfusion clinic but lacked necessary funds.

WORZ got busy. Eugene D. Hill, general manager, and Sammy Roen, promotion director, arranged a special program. Stavros Demopoulos, sportscaster, handled the microphone during the special appeal Oct. 31. By noon Nov. 1, the fund had reached $2,900. Rodney was flown to New York where an ambulance rushed him to the clinic.

Dear Diary

EDITOR:

On Page 65 of your Oct. 22 issue there appeared a feature story on the advertising of one of our clients —Golden State Co., Ltd.—entitled "A Dairy's Diary."

Would you be good enough to provide us with about 12 extra copies of this article?

Richard St. John
Guild, Bascom & Bonfigli Adv.
San Francisco

* * *

Lunch on Liebschutz

EDITOR:

A brief note to express my interest in the article run in the Nov. 5 issue of BROADCASTING • TELECASTING outlining the plans of the National Automobile Dealers Assn. and the opportunities in this field for station men. Firstly, the article represents good reporting... Secondly, I'd like to mention the fact that the association has already received five requests for further information following the insertion of its first ad in BROADCASTING • TELECASTING only two days ago.

Quite frankly this will probably cost me lunch. If five requests within 48 hours of publication is indicative of results, the chances are I'll lose the bet I made as to the probable returns from an offer of information.

Henry Liebschutz
President
Advertising Inc.
Washington

NEED AN ENGINEER?

- need an engineer
- looking for a job
- equipment for sale
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted,	20¢ per word ($2.00 minimum)
Help wanted,	25¢ per word ($2.00 minimum)
All other classifications	30¢ per word ($4.00 minimum)
Display ads,	$15.00 per inch

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Eastern Network

Exclusive Market Station

$65,000.00

This is a comparatively new operation that is showing impressive progress each month. It is the only station in a city of more than 15,000 with retail sales in excess of $20,000,000.00. Gross and profits are increasing consistently. A combined operation with very valuable real estate included. Attractive financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Harold R. Murphy Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH NOVEMBER 8

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,305	2,288	120		293	116
FM Stations	652	570	91	*1	12	2
TV Stations	108	93	15		457	171

* On the air.

* * *

Docket Action . . .

INITIAL DECISION

Pratt Kans.—Pratt Bcstg. Co. Hearing Examiner Fanney N. Litvin issued initial decision looking toward grant of new AM station on 1570 kc, 250 w, day. Decision Nov. 5.

Non-Docket Actions . . .

TRANSFER GRANTS

WRJN-AM-FM Racine, Wis.—Granted involuntary transfer of control Racine Bcstg. Corp., licensee, from Frank R. Starbuck, deceased, to First National Bank & Trust Co., Racine, executor of estate Frank R. Starbuck, deceased. No monetary consideration. Granted Nov. 6.

WIAM Williamston, N. C.—Granted assignment of license Martin County Bcstg. Co., licensee, to new partnership of James H. Gray Sr. and Charles R. Gray, who buy retiring partner Henry A. Johnson's 25% interest for $7,500. Granted Nov. 6

WINX Washington, D. C.—Granted assignment of license from Banks Independent Bcstg. Co. to United Bcstg. Co. for $115,000. United is licensee of WOOK, which has received FCC approval to move from Washington to Rockville, Md., and is awaiting assignment of new call; WFAN (FM) Washington; WSID Essex, Md.; WARK Hagerstown, Md., and WANT Richmond, Va. Call letters of WINX will be changed to WOOK. [B•T, Aug. 6, July 30, June 18.] Granted Nov. 8. (Chairman Coy did not participate.)

KMMO Marshall, Mo.—Granted assignment of license and CP from William Courtney Evans to KMMO Inc. for $60,000. Principals in transferee are M. F. A. Mutual Insurance Co. (45%), F. V. Heinkel (5%), president of Missouri Farmers Assn. and board chairman of M. F. A. Mutual Insurance Co., and ten other 5% stockholders, all officers of M. F. A. and/or M. F. A. Mutual. (Station is on 1300 kc 500 w day but holds CP for power increase to 1 kw.) Granted Nov. 8.

WGAD Gadsden, Ala.—Granted assignment of license from General Newspapers Inc. to Coosa Bcstg. Co. for $46,000. Principals are President W. Curtis DeLamar (60%), publisher *The Gadsden Times*, Secretary-Treasurer Sara DeLamar (30%), housewife, and Vice President Mary June DeLamar (10%), student. Granted Nov. 8.

KALI Pasadena, Calif.—Granted assignment of license from John H. Poole to Consolidated Bcstg Co. for $37,200 plus 85% of accounts receivable on date of settlement, subject to condition that assignment not be consummated until Jack Reeder severs all connections with KXLA Pasadena. Principals in transferee are President Henry Fritzen (51%), owner of Fritzen Adv. Agency, Los Angeles, Vice President Jack Reeder (20%), employe KXLA and Secretary-Treasurer Charles T. Hughes (29%), advertising salesman for Fritzen agency. Granted Nov. 8.

WTPR Paris, Tenn.—Granted assignment of license from Kentucky Lake Bcstg. System Inc. to Paris Bcstg. Co. for $45,000. Principals in transferee are Aaron B. Robinson, vice president and general manager WCMA and *The Daily Corinthian*, Corinth, Miss., president WDXI Jackson and WENK Union City, owner-general manager WDXE Lawrenceburg, all in Tennessee, and five other persons. Granted Nov. 8.

WATM Atmore, Ala.—Granted assignment of license from C. W. Reddoch and J. B. McCrary to T. C. Miniard and G. L. Ingram, d/b as Southland Bcstg. Co., for $32,000. Mr. Miniard is engineer-announcer WCNU Crestview, Fla., and Mr. Ingram is owner of Ingram's Cafe and Tourist Courts, Troy, Ala. Granted Nov. 8.

KABC San Antonio, KFJZ Fort Worth, KRIO McAllen and WACO Waco, all in Texas—Granted transfer of control Texas State Network Inc., parent company of all four stations, to Sid W. Richardson through redemption of 71% of its 5000 shares outstanding, leaving Mr. Richardson with 900 of its 1450 shares outstanding. [See FCC ROUNDUP, B•T, Oct. 15]. Consideration $887,500. Granted Nov. 8.

New Applications . . .

AM APPLICATIONS

Eureka, Calif.—Eureka Bcstg. Co., 1340 kc, 250 w, fulltime; estimated construction cost $25,000, estimated first year operating cost $18,000, estimated first year revenue $25,000. Principals are Louise E., Betty L., Tove N. and Robert F. Edouart (each 25%). Louise F. Edouart is a Los Angeles housewife, Betty L. Edouart until last June was employed by Foster's Antique Shop, West Los Angeles, Tove N. Edouart is an Addressograph operator for Southern California Gas Co., Santa Monica, and Robert F. Edouart is electronics engineer at Brubaker Mfg. Co., Los Angeles. Filed Nov. 7.

Atlanta, Ga.—Metropolitan Atlanta Bcstg. Co., 1490 kc, 250 w, fulltime; estimated construction cost $18,963 60, estimated first year operating cost $41,496, estimated first revenue 49,000. Major stockholders include President P. H. Whitcraft (13⅓%), co-partner Crafco Foods Co., Atlanta, and vice president and 50% stockholder Laminated Drywall Co., Memphis, Vice President A. Belmont Dennis (10%), owner WMOC Covington, Ga., and *The Covington News*, Secretary-Treasurer George F. Estey (13⅓%), treasurer and 0.6% stockholder Southern Airways Inc., Atlanta, and five other Georgia residents with 10% interest each. Filed Nov. 7.

York, Ala.—Sumter Bcstg. Co., 1310 kc, 250 w, day; estimated construction cost $15,100, estimated first year operating cost $30,589, estimated first year revenue $36,865. Partners are J. A. Pate (33⅓%), minister West End Baptist Church, Tuscaloosa, Ala., James R. Swedenberg (33⅓%), minister West End Baptist Church and general real estate dealer, Aliceville, Ala., and Maurice Stuckey (33⅓%), instructor with Pickens County Board of Education, Carrollton, Ala. Filed Nov. 9.

TV APPLICATIONS

Fort Worth, Tex.—Tarrant County Television Co., Ch. 20, ERP 200 kw vis., 100 kw aur., ant. height above average terrain 442 ft.; estimated construction cost $373,500, estimated first year operating cost $150,000, estimated first year revenue $250,000. Principals include A. H. Lightfoot (40%), 40% partner Texas Motors (Ford dealer), Fort Worth, K. K. Kellam (30%), 11½% partner Texas Motors, and Basil S. Roper (30%), 11½% owner Texas Motors. Filed Nov. 7.

Lansing, Mich.—Booth Radio and Television Stations Inc., Ch. 10 (192-198 mc), ERP 200 kw vis., 100 kw aur., ant. height 547 ft. above average terrain; estimated construction cost $331,176, estimated first year operating cost $247,000, estimated first year revenue $250,000. Applicant is licensee of WJLB Detroit, WSGW Saginaw, WBBC Flint, and applicant for new TV stations in Detroit, Saginaw, Flint and Grand Rapids. Filed Nov. 8.

Oshkosh, Wis.—Oshkosh Bcstg. Co., Ch. 48, ERP 1.166 kw vis., 583 w vis., ant. height above average terrain 314 ft.; estimated construction cost $133,838.75, estimated first year operating cost $80,000, estimated first year revenue $120,000. Applicant is licensee WOSH Oshkosh. Filed Oct. 9.

TRANSFER REQUESTS

KKIN Visalia, Calif.—Assignment of license from Albert F. Blain, Lyman A. Treaster, Bert Williamson and Gareth W. Hawk to Dr. Jerome H. Whisler (33⅓%), Knox LaRue (33⅓%) and Arnold C. Werner (33⅓%), d/b as Tulare County Bcstg. Co., through sale of 100% interest for $37,500. Dr. Whisler is a practicing dentist in Centralia, Wash., Mr. LaRue is 49.17% stockholder and officer KSTN Stockton, Calif., and Mr. Werner was with KFBK and KCRA Sacramento, but was recalled into active duty USNR. Filed Nov. 2.

WNNT Warsaw, Va.—Involuntary assignment of license Tidewater Bcstg. Co. from Grayson Headley, individually, to Charles E. Stuart Jr. and Elizabeth Phipps Stuart, co-executors of estate of Charles E. Stuart, deceased. No monetary consideration. Filed Nov. 6.

WJMW Athens, Ala.—Acquisition of control Athens Bcstg. Co., licensee, by Homer F., Lawson E., and Robert V. Dunnavant through purchase of fourth partner Wilson T. White's stock, for undisclosed sum, by Homer F. and Lawson E. Dunnavant. Before transfer Mr. White and each of the Dunnavants held 16.67% interest. After transfer Homer F. and Lawson E. Dunnavant will hold 20.83% interest, while Robert V. Dunnavant will still hold 16.67%. Filed Nov. 6.

KGLN Glenwood Springs, Col.—Assignment of license from Rex G. and Charles Howell d/b as Western Slope Bcstg. Co. to KGLN Inc., new corporation formed by Messrs. Howell and Howell, plus Jerry Fitch, through issuance of 500 shares of stock. Rex. G. and Charles Howell will each hold 101 shares, and Mr. Fitch will hold 20 shares, with option to buy more later. Remaining shares will be retained in new corporation's treasury. Messrs. Howell and Howell will receive their stock in exchange for assets of partnership, and Mr. Fitch will pay new corporation's treasury $2,000 for his shares. Filed Nov. 7.

WNLC New London, Conn.—Transfer of control Thames Bcstg. Corp., licensee, from Roderick L. Morey to Gerald J. Morey through sale of 15 shares of stock for $1,500 (G. J. Morey is son of R. L. Morey). Before transfer, R. L. Morey held 52% interest, G. J. Morey 47.4% and Mary L. Morey 0.6%; after transfer R. L. Morey will hold 49% interest, G. J. Morey 50.4% and M. L. Morey 0.6%. Filed Nov. 7.

WMOA Marietta, Ohio—Assignment of license from Marietta Bcstg. Co. to William G. Wells through dissolution of the company as a corporation, assigning stock now held by Mary B. Wells (only other stockholder) to her husband for tax advantages, etc. No monetary consideration. Filed Nov. 7.

WHOO-AM-FM Orlando, Fla.—Assignment of license from Orlando Daily Newspapers Inc. to Edward Lamb d/b as WHOO Inc. through sale of 100% interest for $200,000. Mr. Lamb owns and/or controls majority stock of WTOD and WTRT (FM) Toledo, WICU (TV) Erie, Pa., Record Publishing Co., Erie, WTVN (TV) Columbus, Ohio, Hutch Inc. (advertising and promotion), Toledo, Edward Lamb Enterprises Inc., Toledo, and applicant for new AM station in Columbus. Filed Nov. 8.

KLOU Lake Charles, La.—Transfer of control Pelican Bcstg. Co., licensee, to Sara M. Anderson through divorce granted Sept. 13 from H. Vernon Anderson. No monetary consideration. Filed Nov. 8.

KFYN Bonham, Tex.—Assignment of license from Frank Svoboda tr/as Fannin County Bcstg. Co. to Bonham Pub. Co. through sale of 100% interest for

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FCC Actions

(Continued from page 99)

November 8 Decisions . . .

BY THE COMMISSION EN BANC

Granted Petition

WLAW Lawrence, Mass.—By order granted petition to remove from processing line application for modification of license to convert WLAW into a dual-city station for both Lawrence and Boston, establishing a main studio in Boston.

To Remain Silent

KGIB Bremerton, Wash. — Granted authority to remain silent for additional period of 30 days.

Designated Hearing

WKOW Madison, Wis. — Designated for hearing in Madison Jan. 21, 1952, for license renewal in order to obtain full information re contractural arrangements entered into by Monona Bcstg. Co. with Atlass Amusement Co. Comr. Webster dissented.)

Winnebago Bcstg. Co. and Rock River Bcstg. Co., Rockford, Ill.—Designated for consolidated hearing in proceeding with applications of North Shore Bcstg. Co. and George Basil Anderson commencing Nov. 15 in Washington the applications of Winnebago and Rock River, both requesting 1330 kc, Rock River 1 kw day, Winnebago 500 w day. FCC made KROS Clinton, Iowa, and WIBA Madison, Wis., parties to proceeding with respect to Rock River and Winnebago applications; KWWL Waterloo, Iowa, WHBL Sheboygan, Wis., and WKAN Kankakee, Ill., made parties to proceeding re Rock River application.

Amended Order

WELS Kinston, N. C.—Denied petition except insofar as it requests amendment of issue no. six in matter of its application and that of WFTC Kinston, and in this respect it is granted. FCC order of June 27, 1951 [B•T, July 2] amended by deleting issue six and substituting following: "To determine whether Farmers Bcstg. Service Inc. has at any time since Sept. 21, 1950, been controlled or operated by a stockholders' group which has not been authorized to operate or control the licensee corporation, in violation of Sec. 301 and 310(b) of Communications Act."

November 8 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

WJVB Jacksonville Beach, Fla.—CP to increase power from 250 w to 1 kw.

License Renewal

Following stations request renewal of license: KSWM Joplin, Mo.; KVAS Astoria, Ore.; WAIM Anderson, S. C.; WABB-FM Mobile, Ala.; KHJ-TV Los Angeles; KNBH (TV) Los Angeles; WNBQ (TV) Chicago; WNBW (TV) Washington; WOW-TV Omaha; WGN-TV Chicago.

Applications Returned

KMUR Murray, Utah — RETURNED application for license renewal.

WLCM Lancaster, S. C.—RETURNED application for assignment of CP from Arthur Ward Davis tr/as Royal Bcstg. Co. to Mr. Davis, Morgan J. Craig and Milton D. Scarboro d/b as Royal Bcstg. Co.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

SOLITAIRE

On Records: Tony Bennett—Col. 39555; Dean Martin — Cap. 1811; Tommy Edwards — MGM 11077; Tommy Dorsey—Dec. 27843.

On Transcription: Dave Terry — Associated; Eddie Bergman — Standard; Monica Lewis — World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Elections

(Continued from page 30)

been accused of ordering news slanted against Democrats and certain minority groups.

This case became a campaign issue because Mr. Halley, who ran as a Liberal - Independent - city Fusion candidate, was a member of the law firm which represented Mr. Richards during the FCC hearings.

A Democratic supporter asked if Mr. Halley therefore was not "guilty by association" and accused him also of being bigoted.

Mr. Halley retorted that such charges were "reaching to the bottom of the barrel" to sling mud. He stated further that his firm entered the Richards Case only after Mr. Richards had apologized to the FCC and that the hearings proved that news distortions were never broadcast by his stations.

Elsewhere across the nation campaigns were fought with equal zeal. It was agreed that all radio and television stations were deserving of high compliments for the manner in which they kept the public informed. Only a few reports of the roles played by individual stations reached BROADCASTING • TELECASTING by deadline. Among them were:

West Coast Coverage

KNBC and KRON-TV San Francisco reported municipal elections in a series of programs aired simultaneously. Bob Letts, KNBC news commentator, and Al Constant, KRON-TV program director and newscaster, reported returns as fast as they were tabulated. The combined coverage was under the direction of John H. Thompson, KNBC manager of news and public affairs.

WBZ-AM-TV Boston kept area listeners posted through both radio and TV accounts. From a microphone in the WBZ newsroom, Ken Mayer, Streeter Stuart and Art Gardner gave election news reports. Arch MacDonald, staff announcer for WBZ-TV, served as television elections news reporter. Operations were directed by F. E. Whitmarsh, WBZ news editor.

Also in Boston, Labert B. Beeuwkes, WHEE manager, remained on the job until 4:15 a.m. when determining results of the see-saw balloting were posted. Mr. Beeuwkes immediately went to work tape recording victory interviews and also future plans of the victors.

Listener-viewer interest reached a peak in Philadelphia where the Democrats overthrew the Republicans and a Democratic mayor was elected for the first time in 67 years.

WFIL-AM-TV presented elections returns directly from the city room of the *Philadelphia Inquirer*. WPTZ (TV) interrupted programs to air ballot standings and had special analysts on hand. WCAU-AM-TV was among those stations having direct lines to Democratic and Republican headquarters. KYW broadcast election news from 6 p.m. to 11:15 p.m. WIP aired the Republican city chairman's election concession at 9:58 p.m. WPEN had tape recorders on the streets to interview citizens. WIBG staffers also turned in first rate performances.

In Erie, Pa., WICU (TV), in addition to displacing commercial shows to give political parties free time in pre-election campaigns, presented a special two-hour show last week giving returns and introducing successful candidates.

WLW Cincinnati covered major issues in the Ohio, Indiana, Kentucky and West Virginia area.

In Cleveland, WEWS (TV) brought mayoralty candidates face-to-face Nov. 4 in an election-eve courtroom-style telecast during which candidates were "cross-examined" on current civic issues.

WPTR Albany in five-minute newscasts on the hour and half-hour from 7-11:30 p.m. election night kept listeners posted on returns in Albany, Schenectady, Troy in its own area. It also had made special arrangements to keep close tabs on elections in New York City, Philadelphia, Rochester and Buffalo.

AWARD of the Carnegie Bronze Medal for Heroism to Mrs. Florence Warner (r), administrative assistant to CBS Radio director of talks, was occasion for congratulations from Howard S. Meighan, president of CBS Radio Division. Mrs. Warner was awarded the medal for saving a drowning man in the Hawk channel of the Florida straits in April 1950 [B•T, Nov. 5].

FCC Roundup

(Continued from page 103)

$15,000. Stockholders in assignee corporation are President T. Frank Stewart (49%), business manager Democrat Publishing Co., Durant, Okla., Vice President Mary Jane McPherson (25%). 35.2% stockholder Durant National Bank, and Secretary-Treasurer Clark Bass (26%), president and 36% stockholder Durant National Bank. Filed Nov. 8.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 61, TV 1. New deletions:

WHAV-FM Haverhill, Mass .— The Haverhill Gazette Co., license, Nov. 6. Licensee said there seemed to be no FM listening audience so it was economically unsound to continue operation.

WXRT (FM) Chicago—Radio Station WSBC, license. Economically unsound to continue operation.

NBC Plan Blasted

(Continued from page 23)

Planning and Advisory Committee. Clair McCollough of the Steinman Stations also is a former SPAC chairman, as is G. Richard Shafto of WIS Columbia and WSPA Spartanburg, S. C. (WIS is an NBC affiliate; WSPA is CBS). Walter J. Damm of WTMJ Milwaukee was a SPAC member for several years.

In striking out at the NBC plan —or any other which may be devised—the committee held that a radio station's own circulation values in its own market should determine its rates, without regard to any other medium—meaning, it was understood, not only home television but theatre TV, subscription TV, motion pictures, printed media or any other.

To adopt "any arbitrary formula" using TV as the base for fixing radio rates, the committee said, "will necessarily lead to the destruction of radio."

Specifically, the report continued, NBC's plan for periodic re-evaluation of radio rates on that basis "will lead to that result."

The committee held that national networks exist primarily to "provide national coverage." This was interpreted as aimed basically at NBC's elimination of the "must-buy" provision which formerly required network advertisers to use specific stations in any event.

Private Views

Some members maintained privately that the networks should require advertisers to use all of their affiliates, and one, at least, insisted that networks should not divulge to advertisers the rate of any particular affiliate.

The report also struck out at sales in less than 13-week cycles, and denounced existing plans offering multi-sponsorship of groups of programs — tandem, pyramid, etc.

The committee pointed out "that it was essential to make a cold, objective analysis of presently available radio research and also to review the recently announced NBC plan. . . ."

Pointing out that it had conferred at length with Mr. Elder with respect to research, the committee reported it had reached the following conclusions:

"1. While radio has been researched and researched, too little attention has been paid to the problem of producing evidence which allows the advertiser to compare the dollar values he gets from radio with those secured from other media.

"2. With the exception of a few localized and independently undertaken efforts, there has been a complete lack of realistic circulation data for radio at the local market level.

"3. Too much emphasis in radio research has been placed on studying the single broadcast and too little on discovering the cumulative impact of continuous performance.

"4. Although radio has spent millions of dollars in research, it has scattered its shot. The result has been a mass of sometimes contradictory data which has led to confusion among both broadcasters and buyers of their facilities."

The report said that "in view of these initial findings, the committee will further explore the subject of sound, constructive research and will shortly report its recommendations."

The committee said it had reached the following conclusions "concerning the NBC plan or any similar plan which might be proposed":

1. Radio rates should be based on the actual circulation values delivered by radio, market by market, and not on the basis of what some other medium may be doing or failing to do.

2. No arbitrarily computed formula can effectively measure the values of hundreds of radio stations each operating under the special conditions of its own market.

3. The effect of television on radio in any market does not follow an inflexible and predictable pattern and we resoundingly reject the theory that the installation of a television set in a radio home eliminates the use of radio in that home.

4. The adoption of any arbitrary formula which bases radio rates on the growth of television circulation rather than on radio's own efficacy will necessarily lead to the destruction of radio. The NBC proposal with its permissible re-evaluation each six months on the basis of increased television circulation will lead to that result.

5. The basic reason for the existence of national networks is to provide national coverage. Any steps which tend to break down this concept will redound to the injury of the network, the affiliate and the public.

6. The effectiveness of network radio as an advertising medium has through the years been greatly enhanced by insistence on continuity of effort, that is, sale of time in 13-week cycles. Any move to destroy this formula must of necessity work to the detriment of radio and the advertiser alike.

7. A large part of the valuable service rendered by individual radio stations to their local communities has been made possible by revenues from national spot broadcasting. Any plan that results in diversion of spot revenue from local stations to national networks threatens the continued existence of individual stations.

Every member of the Affiliates Committee is convinced that in the many years to come, radio will continue to be a tremendous factor in the lives of every citizen of the United States. It naturally follows that we should examine all plans for radio on the basis of the long haul and not yield to any plan of expediency for a fancied short term advantage.

Committeemen attending the meeting were: Chairman Morency and Messrs. McCollough, Damm & Shafto; John Patt of the Goodwill Stations; Hugh Terry, KLZ Denver; Edgar Kobak, consultant and owner of WTWA Thomson, Ga.; Robert D. Swezey, WDSU New Orleans; Kenyon Brown, KWFT Wichita Falls, Tex.; Richard Fairbanks, WIBC Indianapolis; Ben Strouse, WWDC Washington. Absent were George Storer, Fort Industry Co., and Leonard Kapner, WCAE Pittsburgh.

TRANSFERS
Bids Filed; FCC Acts

[For full details of these transfers see FCC ROUNDUP, page 103]

REQUEST for approval of the sale of WCOP Boston from Cowles Broadcasting Co. to T. B. Baker Jr., A. G. Beaman and Roy V. Wisnand for $150,000 (CLOSED CIRCUIT, Nov. 5) was filed with the FCC last week. It was one of 10 transfer requests and nine transfer grants made by the Commission last week.

Messrs. Baker and Beaman will each have a 45% interest in the new ownership of WCOP. Mr. Wisnand will have a 10% ownership in the station. Both Mr. Baker and Mr. Beaman own 50% each of WKDA Nashville.

Among the nine transfer grants approved by the FCC last week were these:

Sale of WINX Washington, D. C. from Banks Independent Broadcasting Co. to United Broadcasting Co. for $115,000. Richard Eaton is president of United, which has received FCC approval to move WOOK Washington from 1590 kc to 1600 kc, 1 kw, daytime, and change site to Rockville, Md. The Rockville station will be assigned a new call, and WINX will be changed to WOOK. United also owns WFAN (FM) Washington, WSID Essex, Md., WARK Hagerstown, Md., and WANT Richmond, Va.

Jack Fitzen, president of Fitzen Advertising Agency, Los Angeles, Jack Reeder and Charles T. Hughes were granted FCC approval of their purchase of KALI Pasadena, Calif., from John H. Poole for $37,000 plus 65% of all accounts receivable.

Redemption of 71% of the Texas State Network Inc.'s 5,000 shares of outstanding stock, giving control to Sid W. Richardson, was approved by the Commission.

COWAN & WHITMORE
Trial Date Set Jan. 15

NEARLY a score of witnesses is expected to testify when Harold Cowan and Ralph Whitmore, former partners in a Hollywood mail order agency, go on trial Jan. 15 in a Los Angeles federal court on 17 charges of mail fraud.

Pair was indicted last March [B•T, March 2] by a federal grand jury following backfire of the firm's pre-Christmas tree ornament "pitch" deals made on radio, television and in newspapers.

Trial date was set last Monday. It is understood they will wave jury trial and that the case will be heard before Judge Leon R. Yankwich.

An avalanche of complaints that followed last year from buyers of "the most sensational Christmas tree ornament package of all time," resulted in investigations by the Post Office and the U. S. Attorney's office.

Now free on $2,500 bond each, Messrs. Cowan and Whitmore reportedly piled up a fortune as a result of the $1 per package deal.

'GOOD MUSIC'
Broadcasters Form Sales Group

A NEW joint sales organization has been formed in New York to attract advertisers who wish to buy "good music" radio programs on a national basis. Name of the organization is "Good Music Broadcasters."

Announcement was made last week by Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, and Raymond S. Green, vice president, WFLN (FM) Philadelphia, prime movers in the organization.

They said the organization will help fill a demand for good music that has been on the rise nationwide despite television. Messrs. Sanger and Green pointed out that stations specializing in good music have sprung up in important markets "and we are now in a position to offer advertisers the music-loving audiences of these big cities."

Participating Stations

Stations which have joined Good Music Broadcasters are: WQXR-AM-FM New York, WFLN (FM) Philadelphia, WXHR (FM) Boston, WWIN-AM-FM Baltimore, WGMS-AM-FM Washington, WEAW(FM) Chicago, WEW St. Louis, KIXL-AM-FM Dallas, KFAC-AM-FM Los Angeles and KSMO San Francisco.

In addition, WQXR has been cooperating in programming and sales with 13 stations in New York and Pennsylvania comprising the Rural Radio Network and also WFMZ Allentown, Pa., WBIB New Haven, and WSNJ Bridgeton, N. J. These stations also will be represented.

Also announced were sales made to Zenith Radio Corp. and General Electric Co. by the Good Music Broadcasters, whose headquarters will be in New York at the offices of WQXR.

Sales and market research will be supervised by Norman S. McGree, vice president in charge of sales, WQXR, and by Mr. Green. Station members in other major markets will be sales representatives for the group in respective areas.

There will be no physical tie-up among the stations at present, it was noted, thereby permitting an advertiser to take advantage of best programs and listening time in any market.

Morning Time Demand

(Continued from page 23)

vised its clients, through its organ, *Grey Matter*, that "for certain products, daylight television will *ultimately—not immediately*—offer an advertising opportunity such as comes once every five or ten years."

The editorial spokesman for the agency went on to say, in part:

We have no trouble remembering:

1—How the "authorities" could prove that *daytime radio* would never amount to a row of pins. Their arguments were so persuasive that daytime radio broadcasting was a poor orphan for fifteen years.

2—How the same "authorities" then "proved" that while *afternoon* radio programs might conceivably get a tiny listening audience—*morning* programs would never find a sponsor because they would never find an audience. Today, when they think of *Breakfast in Hollywood*, those "authorities" become a bit wistful.

3—How the early "authorities" finally conceded that women might take some time off from daytime housework to listen to *radio instructions*, such as cooking lessons—but never, never for straight *entertainment*. (Shades of soap opera!)

4—How the early "authorities" were positive that soap opera could never make the transition from radio to television—for reasons of cost, rehearsal problems, etc.

5—How the early "authorities" were so certain that "everybody goes to sleep" at 10 p.m. or 11 p.m.—air time later in the evening could not possibly have any value!

6—How the early "authorities" were all-too-persuasive in their arguments against *Saturday* broadcast time, against *summer* broadcast time.

7—And, finally, how these same "authorities" knew for sure that car radios would be illegal and, anyhow, people couldn't drive and listen to radios simultaneously—that there is no air audience worth measuring until after 8 a.m.—that women won't listen to women on the air; they want to hear men, etc.

8—After *that* remarkable record (a record that ranks them with our economic forecasters!) these same "authorities" *now* turn thumbs down on *daytime* television!

While the doubters doubt—daytime television begins to see broad areas of daylight ahead. Indeed, in a few years (not today or tomorrow) the same race to obtain choice hook-ups and time slots that characterized evening telecasts a few years ago will start in daytime television.

SIGNING of Ralph Edwards' $6,500,000 contract with NBC is celebrated, Southern California style, by (l to r): Sylvester L. Weaver Jr., vice president in charge of television, NBC; Norman Blackburn, director of network operations, Hollywood; Mr. Edwards. The radio and TV personality was signed to an exclusive five year radio and television deal.

Free Time & P. I.'s

(Continued from page 25)

only one city at present, it explained, with test newspaper advertising used.

P. I. entered a high-price bracket for this sort of business with the proposal of Irwin-Woods Adv., Newark, N. J., to place advertising for a $9.95 "spot reducer" which has the backing of $500,000 a year in promotion.

To stations willing to do business on a P. I. basis the agency will pay $5 per inquiry on a $1-with-order deal or $4 for straight C.O.D.—minus 15% commission, of course.

A Buffalo agency, which exploits AAAA membership on its letter head, is making inquiries for a list of stations doing P. I. business.

Benedict Gimbel Jr., president of WIP Philadelphia, has complained to Mail Order Media Research, New York, that its 1951 listing of mail order outlets designates WIP as one of the stations conducting "a percentage-of-sales plan with advertisers in selling their various products over the air." The directory lists Samuel Hill as commercial manager.

Mr. Gimbel wrote the firm, "First of all, WIP has never accepted a P. I. or percentage-of-sales deal of any kind. Any mail order business that we have taken has been at regular card rates. Please correct the list immediately omitting WIP since we take no percentage deals for mail order or any other kinds of business. If your list is as inaccurate for other stations as it is for WIP, it is worthless."

MBS BILLINGS
Announces a 9% Gain

NINE percent gain in gross billings was made by MBS during the first ten months of 1951, Adolf N. Hult, vice president in charge of sales, reported Thursday.

Estimated gross billings for the January-October period this year reached $14,620,652. October business alone totaled $1,759,467.06, Mr. Hult reported, which is a 14.6% increase over the same month in 1950.

Increased October billings were attributed to new accounts placed by Sterling Drug Inc., Wildroot Co., Miller Brewing Co., Mail Pouch Tobacco Co., American Chicle Co., and American Schools, as well as renewals by Derby Foods Inc., Voice of Prophecy Inc., Belton Hearing Aid Co., and Noxzema Chemical Corp.

WFMJ to NBC

WFMJ Youngstown, Ohio, will become an NBC affiliate effective Dec. 1. Now affiliated with ABC, the station for the time being will continue to carry ABC programming also, it was reported. WFMJ, on 1390 kc with 5 kw, is licensed to WFMJ Broadcasting Co. and is headed by William F. Maag Jr.

at deadline

WPIX EXPANDS SALES STAFF ADOPTS 'REALISTIC' POLICY

WPIX (TV) New York has changed its sales policies to "realistic" approach and has added five new salesmen to its regular staff of 11. "Television is fast out-living its glamor era," Sales Director John F. Noone said. "Having already established itself as a successful advertising medium, we believe that it is time for the application of proved sales techniques that are standard in other competing media . . . just being on television is no longer a short cut to successful living," he said. "Our sales policy is aimed at producing sales results for people who are interested only in sales results."

Recent additions to WPIX sales force include Paul Fischbein, formerly with Hearst advertising sales; Spencer L. Rowe, packaged goods specialist; Ben Sckolnik, former account executive with WLIB and WHOM New York; Richard Romanelli, former assistant advertising manager of *Il Progresso Italo-Americano;* and Harrison E. Mulford Jr., promoted from sales service assistant for station's commercial manager.

WKOW LICENSE RENEWAL FCC HEARING SET JANUARY 21

IMPLICATION that WKOW Madison, Wis., got CBS affiliation by hiring Atlass Amusement Co. as management consultants is made in list of issues for license renewal hearing Jan. 21 in Madison and released by FCC Friday (see earlier story on page 36).

Also believed to be at root of hearing designation is Commission's desire to take good look at Atlass' radio activities. H. Leslie Atlass Sr. is CBS Central Division vice president and general manager of CBS-owned WBBM Chicago, also owns 19% of *Chicago Daily News'* WIND. H. Leslie Atlass Jr. is president and, with his sister and brother, owner of Atlass Amusement Co. He is also program director of WIND. Ralph Atlass, brother of H. Leslie Atlass, is vice president and general manager of WIND, controls WLOL Minneapolis, KIOA Des Moines and has management contract with WMCA New York.

According to issues set for Jan. 21 hearing, FCC apparently believes WKOW is controlled by Atlass Amusement Co. It also asked for information on the following:

(1) Negotiations regarding purchase of WKOW by H. Leslie Atlass Jr. early in 1950; (2) Cancellation of WKOW's affiliation with MBS and its affiliation with CBS in May 1950—including any "consideration" involved in change; (3) Relationship of Michael Henry, present WKOW general manager, and Atlass Amusement Co., and whether he is actually an employe of Atlass Amusement Co.; (4) Amount of payments made to Atlass Amusement Co. under management contract, which calls for 50% share in profits of WKOW.

WQAN FULLTIME DENIED

INITIAL decision denying application of WQAN Scranton for change from 630 kc, 500 w daytime to 1450 kc, 250 w fulltime [B•T, Oct. 1] was remanded to hearing examiner Friday by FCC on petition by *Scranton Times* station. Significant part of examiner's original denial was based on fact that WSCR Scranton was independent. Station is now NBC affiliate and FCC felt WQAN should have chance to argue its proposed coverage with new status of WSCR in mind.

POOR BUTTERFLY

RADIO AUDIENCE measurements may soon be introduced into Japan, which now permits private broadcasters to compete with government controlled broadcasting system. Preliminary exploratory conversations now being held with A. C. Nielsen Co. may be extended to other radio research organizations before final decisions are made.

NEW GROUP PLANS TO TAKE OVER AVA

COURT ACTION expected tomorrow on plan to revitalize and save American Vitamin Assoc. Inc., Hollywood, Calif., from possible receivership. Under plan submitted to creditors and referee in bankruptcy last Friday, Archie Taft and J. Elroy McCaw, West Coast station owners, with Lloyd H. Daviscourt and Homer Snowden, would form a new corporation with initial capitalization of not less than $25,000 and additional $100,000 to be obtained as working capital.

In addition, group would be given franchise to use AVA trademark and name and sell Thyavals, paying royalities. Group would also be given option to buy 51% stock in AVA. With liabilities reported approximately $1,000,000 and assets in excess of $350,000, AVA early this month petitioned in Los Angeles to reorganize under Chapter 11 of Federal Bankruptcy Act.

Reportedly spending around $300,000 per month to promote Thyavals or Orvita firm cancelled all advertising in early October [B•T, Oct. 15] when financial backing was withdrawn. Biggest single creditor is Schwimmer & Scott, Chicago agency, with sum involved reported in excess of $400,000.

EXECS HONOR NBC

H. V. KALTENBORN will present news from NBC's network inaugural broadcast of Nov. 15, 1926, as one of features of special New York Radio Executives Club luncheon program Thursday marking network's silver anniversary, it was announced Friday. Number of pioneer personalities to be on hand, and Milton Berle will entertain. NBC meanwhile planning series of special network announcements that day calling attention to its 25th anniversary.

GOOD MUSIC POPULAR

INFORMAL survey conducted by Broadcast Music Inc. among its member stations indicates that average of 5.6 hours of classical music is being broadcast per station weekly. More than 80% of stations planned to continue their current concert programming or increase it this fall and winter, which ties in with company officials' reminder: More people attended concerts last year than baseball games. Returns—as of late last week—covered 446 stations, which used total of 2,498 hours of concert music each week.

PEOPLE...

FOREST McCLUNEY, former European director of Radio Free Europe, named director of radio for American Committee for Liberation of People of Russia which hopes to have European transmitter on air next summer to beam broadcasts into U.S.S.R.

ALFRED S. MOSS, vice president, Peck Adv., N. Y., to Bozell & Jacobs, N. Y., as vice president and member of plans board.

JOSEPH R. WARNER, formerly with Manfree Agency (see story page 12), to Rand Adv. Agency., N. Y., as vice president.

WILLIAM LAUTEN, trade news editor of NBC press department in New York, is father of girl born Nov. 9 (Friday).

HADACOL CREDITORS DOUBT COURT'S JURISDICTION

JURISDICTION of U. S. Southern District Court was challenged by group of southern creditors Friday afternoon when hearing was held in New York on appointment, made Oct. 5, of Milton F. Rosenthal as trustee for reorganization of Le Blanc Corporations of Louisiana and Maryland, makers of Hadacol. Creditors' committee, represented by Newman & Bisco, New York law firm, opposed southern group—led by L & H Brokerage Co., Lafayette, La., which holds note for some $105,000—and Judge William Bondy set Nov. 21 as date to hear further argument.

Attorney for trustee, Cahill, Gordon, Zachry & Reindel, presented report of action taken thus far in reorganization, in which it was revealed that members of Le Blanc family—including Dudley J. Le Blanc who was to have received $100,000 per year—have been dropped from company payroll. (Members of same family, it was said, still hold major interests in L & H Brokerage Co., lead group of southern creditors.)

DISTRICT 7 URGES NARTB TO HANDLE ASCAP DEALING

RECOMMENDATION that NARTB handle ASCAP TV negotiations since both radio and TV will be affected was adopted Friday at NARTB District 7 meeting at Louisville (early story page 28). All-industry group now handling TV negotiations.

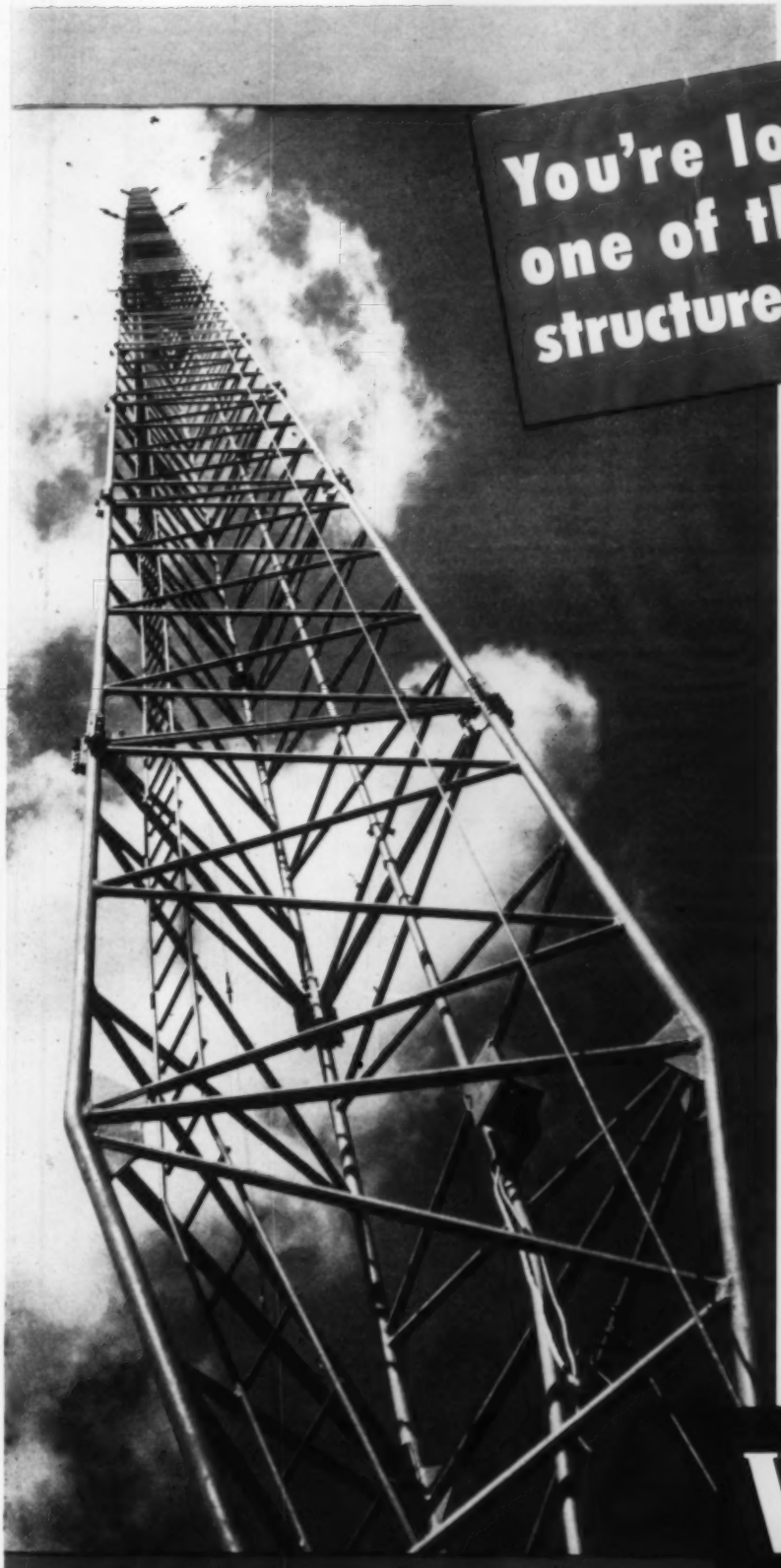
Other resolutions lauded William B. Ryan, BAB president; opposed Benton legislation; pledged support to NARTB; opposed rate-cutting activities. Robert T. Mason, WMRN Marion, Ohio, thanked for service as district director. On Resolutions Committee were Harry McTigue, WINN Louisville, chairman; Art Eilerman, WZIP Covington, Ky.; Mike Layman, WSFC Somerset, and Gene Trace, WBBW Youngstown.

WRIA TO KEEP LICENSE

DECISION and order by FCC Friday adopted initial decision of Comr. Paul A. Walker rescinding Commission's Nov. 13, 1950 order revoking license of WRIA Caguas, P. R. Station had been cited by FCC for unsatisfactory engineering conditions. In hearing conducted by Comr. Walker, station asserted financial trouble was cause of its derelictions. Comr. Walker decided background of stockholders and present staff justified giving WRIA additional chance for success.

WNOE, KNOE TO H-R REPS

WNOE NEW ORLEANS and KNOE Monroe, La., named H-R Representatives as national station representative effective immediately, it was announced by former Louisiana governor James A. Noe, owner of the two stations.



You're looking up one of the highest structures in America

It's the new Station WMAQ transmitter tower which reaches the record Chicagoland height of 1,500 feet above sea level and showers a stronger WMAQ signal over a greater area than ever—MORE THAN 135,000 SQUARE MILES of the great Middle West, an increase of almost 7,000 SQUARE MILES.

Total population within this new WMAQ signal range is MORE THAN 17½ MILLION PERSONS, adding almost 300,000 to the WMAQ "family."

Two hundred and fifty feet higher than the previous antenna, here is one more step in a continuing effort by Station WMAQ to provide ever improved service to the radio audience and to advertisers.

Now more than ever, the leading radio voice in Middle America is...

WMAQ

CHICAGO

NATIONAL BROADCASTING COMPANY